JUNE 1, 1953

TECHNOLOGY DEPT.

35c PER COPY

BROADCASTING TELECASTING

IN THIS ISSUE:

...shington printers ...re on strike again ... last week.

...is issue was printed ...fset. Typography ... by Varityp ...ther than Linotype. ... editorial coverage ...f the week's news ... provided, as usual. ... will return to normal ...schedules as soon as ...conditions permit.

22ND year

PUBLIC LIBRARY
JUN 1 - 1953
DETROIT

The bonus Summer coverage of **WCCO**

The lakes of Paul Bunyan land cover more than two million acres . . . and a million tourists come here each summer to join the three million who live here. Summer selling at its best!

Car Radios and Home Radios are on; Television Sets in the lodge draw the cabin dwellers. WCCO offers you a million radio homes and almost a half million Television Sets in its coverage area!

RADIO 50,000 WATTS 830 KC

WCCO

CBS

MINNEAPOLIS • ST. PAUL

100,000 WATTS TV Channel 4

National Representatives Radio Spot Sales

National Representatives Free and Peters

XUM

Fables of the leopard and the hippo — 10

ON MUSHROOMS AND TOADSTOOLS

THE HIPPO: "After foraging everywhere for delicacies—mushrooms in particular—I'm often left with crippling indigestion."

THE LEOPARD:

"No doubt because you've eaten toadstools too, believing they were mushrooms. I've found the difference quite important."

THE MORAL: TV advertisers (who are wily like the Spotted Leopard) know that among the rapidly expanding number of TV markets there are "mushroom" markets. And "toadstool" markets. Sometimes growing right next to one another.

That's why many more national advertisers are using **Spot** TV.

Because with Spot TV you can choose just the true "mushroom" markets . . . markets where your advertising easily keeps sales profitable. You don't **have** to buy any markets but these. When you choose Spot TV, choose these prime markets. Choose these thirteen well-viewed stations. They make sales mushroom!

WSB-TV	**Atlanta**
WBAL-TV	**Baltimore**
WFAA-TV	**Dallas**
KPRC-TV	**Houston**
KECA-TV	**Los Angeles**
KSTP-TV	**M'p'l's-St. Paul**
WSM-TV	**Nashville**
WABC-TV	**New York**
WTAR-TV	**Norfolk**
KMTV	**Omaha**
WOAI-TV	**San Antonio**
KGO-TV	**San Francisco**
KOTV	**Tulsa**

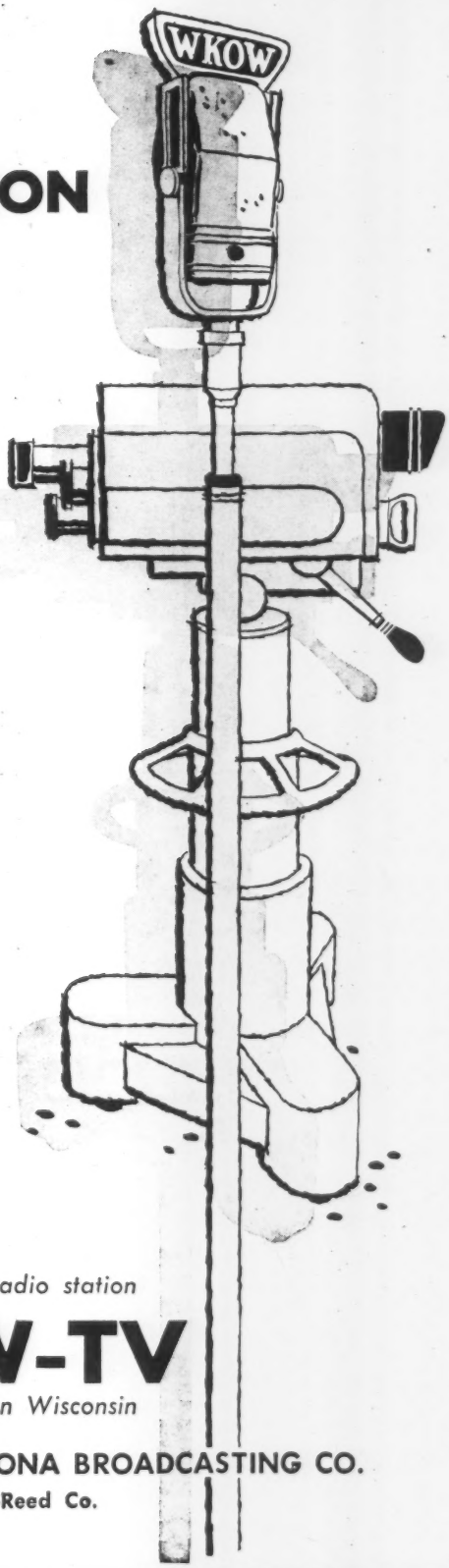
REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES

DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

RADIO
ith TELEVISION



And growing with the market, WKOW and WKOW-TV, with the leading record of performance for sales results. Ask our representative to prove it.

WKOW 1070 CBS
10,000 WATTS

50 counties
605,290 radio homes
$2 1/3 Billion in retail sales
139,140 radio farm homes
$8,055 average income per farm

WKOW-TV Channel 27 CBS

8 counties
$1/2 Billion in retail sales

MADISON METROPOLITAN AREA

16th in per family income ($6,575)
74th in per capita retail sales
97th in retail sales
103rd in population

WKOW
Wisconsin's most powerful radio station

WKOW-TV
First in Southern Wisconsin

CBS IN MADISON, WISCONSIN **MONONA BROADCASTING CO.**

Represented nationally by Headley-Reed Co.

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

WGAL·TV

NBC • CBS • ABC • DuMont

Lancaster, Pa.

In its fifth year... serving people selling products

An enviable record of public service, an enthusiastic, buying audience—that's the WGAL-TV story as another anniversary rolls around. In the years to come WGAL-TV will continue to give its advertisers profit for their sales message . . . continue to serve its ever-growing loyal viewing audience with the best in stimulating local-interest and public service programs, top shows from four networks. The **Channel 8** large, rich Pennsylvania market area—including Harrisburg, York, Reading, Lebanon, Lancaster—offers advertisers a great profit potential. Increase your sales, profitably, economically—buy WGAL-TV, **Channel 8.**

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

WGAL

AM TV FM

Steinman Station

Clair McCollough, President

closed circuit

SENTIMENT revived in House for "ripper" bill to reduce FCC from seven to five members. Whether it gets off ground depends upon White House. It would eliminate need for selecting successor to Comr. Paul A. Walker, who retires June 30, and would permit President Eisenhower to reappoint five of present six members, dropping one Democrat. FCC then would comprise three Republicans (Hyde, Sterling and Doerfer), one Democrat (probably Bartley) and one Independent (Webster). It also would be economy measure, saving $30,000 in commissioner salaries, aside from staffs and assistants, amounting to another $70,000.

WITH FCC approval of WPTZ (TV) sale by Philco to Westinghouse for record figure of $8.5 million (see story page xx), way may be opened for other major deals. WPTZ approval had been temporarily delayed by inquiry from Sen. Edwin C. Johnson (D-Colo.) who raised question about attribution of $5 million figure as value of WPTZ's network affiliation (NBC). This aspect had been cleared up to satisfaction of both FCC and Sen. Johnson.

NOT CONTENT with available estimates on TV market potential, NARTB's Research Dept. will come out this month with own answer to most-asked video question: How large must markets be to support television?

AT LONG last, FCC proposes to "get tough" on strike applications in television. Last week it instructed staff to draft indictments in individual cases with possibility that revocation proceedings may be resorted to in extreme situations. Difficulty in nailing down down evidence has occasioned delay, it's contended. But action now can be expected within days.

THAT CBS intends to play ball with old line AM affiliates on eventual TV alignment reflected in contract entered with WHBQ (TV) Memphis, scheduled to begin operation on Ch. 13 in mid-September. Contract specifies "primary supplementary" affiliation. It contains six-months cancellation clause, making it interim affiliate. WREC, owned by Hoyt Wooten, is CBS radio affiliate and applicant for Ch. 3, which also is being applied for by WMPS.

WHILE NARTB is close-mouthed about its upcoming revision of five-year-old Radio Standards of Practice, there's one safe bet—revamped code will not contain any enforcement weapon like TV Code's seal.

CONGRESSIONAL leaders' call for speedup with possible adjournment *sine die* July 31 doesn't necessarily mean legislation on radio-TV also will be prodded. Rather, last minute rush could mean most radio-connected measures will be spindled for next year.

WHAT WILL Paul A. Walker, 71-year-old former FCC chairman, do when his term expires next June 30? FCC's only charter member will draw less than $4,000 in retirement pay. Best guess: He will wind up with educational television group—possibly National Citizens Committee, which has Ford Foundation funds--and may conduct lecture tour.

WHILE FCC has no real enthusiasm for time-sharing in TV, it nevertheless prefers it to merging of AM applicants. In time-sharing, there's no problem of disposing of one AM station to avoid duopoly. To date, FCC has approved only one merger (Macon uhf) while it has okayed four time-sharing proposals—Salinas-Monterey, Calif., St. Paul, Rochester and Phoenix (see page xx).

STILL UP in air is question whether Senate Foreign Relations subcommittee, headed by Sen. Tobey (R-N.H.), will hold hearings on ratification of North American Regional Broadcast Agreement (NARBA) at this session. Clear Channel Broadcasting Service steadfastly opposes ratification on ground that Mexico is not signatory and therefore treaty would afford no protection. Both State Dept. and FCC are pressing for hearings but roadblock is Foreign Aid Program priority.

WITH PUBLICATION in *Federal Register* last week of FCC's new "clarifying" procedure on TV rules, speedier method of handling cases will become immediately operative and FCC expects brisk action through resolving of conflicts of competitive applicants. Elimination of seven-day "waiting period" on cleared applications, it's thought, will spell end of last minute "strike" applications.

SPECIAL shortwave antenna with power gain of 500 has been developed by Associated Broadcasters Inc., San Francisco, which has submitted specifications to Patent Office. This compares with best 50 gain curtain antenna now available, according to Associated engineers.

CONCERN HAS developed over move to appoint as executive officer of International Frequency Registration Board, John H. Gayer, son-in-law of Sen. Dwight Griswold (R-Nebr.). Recommended for this highly skilled post by FCC is A. L. McIntosh, chief, Frequency Allocation & Treaty Division, to succeed Paul A. Miles, formerly of FCC, who is returning to U. S. from Geneva headquarters. Former FCC Comr. Eugene H. Merrill, who left with change in administration, is espousing Gayer candidacy. It's said not dozen people in U. S. who are qualified for it.

WILDROOT CO., through BBDO, New York, understood to be lining up eight-second "midget" spots in radio, as many as 20 to 40 per week, as soon as availabilities come through.

BELIEF GROWING that Canadian government before end of August will lift monopoly of Canadian Broadcasting Corp. TV in Winnipeg and Vancouver, by licensing private stations. End of CBC-TV monopoly at Montreal and Toronto is not expected to follow till considerably later.

SOME 10-11,000 mimeographed copies of Sen. Tobey's (R-N.H.) statement on educational TV reservations sent by him to educators (including Joint Committee on Educational Television and National Citizens Committee on Educational TV) and to broadcast stations who have expressed interest in educational TV. Statement, which warned of "full scale" investigation if FCC weakens or deletes any of 242 channel reservations (B•T May 18), was distributed, it was said, to clear up "confusion".

Printers' Strike In Second Week

THIS is another "printers' strike" edition of BROADCASTING•TELECASTING—the second in as many weeks. But unlike last week's issue, this one is printed by the offset process. Virtually all of the composition is by Varitype, rather than linotype.

Of necessity, this is an improvised magazine. No linotype composition was available either in Washington or in nearby cities. Our decision was to get to our subscribers a publication containing as nearly as possible our usual budget of spot news. Feature copy, we felt, was expendable during the strike emergency.

There is no indication when the Graphic Arts Assn., representing all of Washington's commercial printing plants, and the Columbia Typographical Union 101, AFL, may come to terms. The controversy concerns wages and fringe benefits. All other major unions previously had contracted with the Washington publishing houses.

We ask the indulgence of our subscribers and our advertisers during this strike emergency. We will return to normal schedules as soon as circumstances permit.

NOW YOU CAN COVER ALMOST

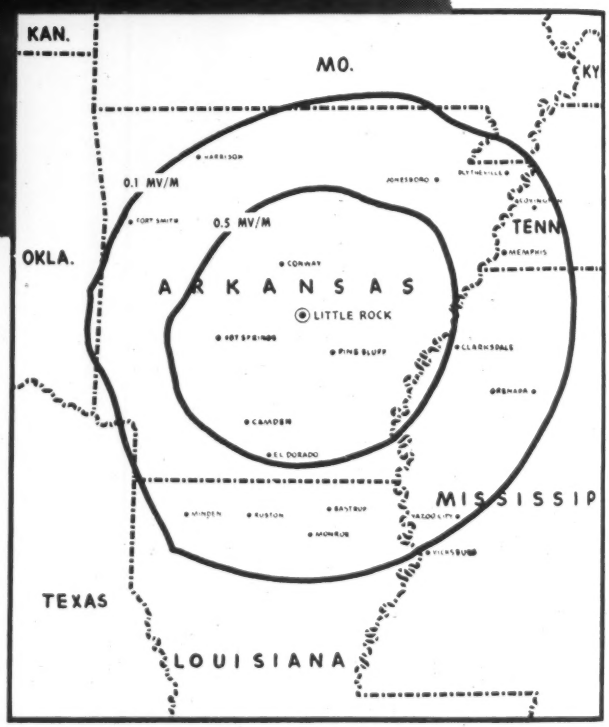
ALL OF ARKANSAS

WITH ONE ULTRA-MODERN STATION—

THE NEW 50,000-WATT

KTHS!

(CBS SOON!)



- the *only* 50,000-watt Class 1-B clear channel station in the State
- the only Arkansas station with 28 years of continuous broadcasting experience —
- formerly located at Hot Springs with 10,000 watts on 1090 KC. —
- now broadcasting from Little Rock, with 50,000 watts on 1090 KC.
- now offers primary daytime coverage of 1,002,758 people, of whom more than 100,000 do not receive primary daytime service from any other station
- secondary coverage (between .5 and .1 contours) adds another 2,369,675 people!
- superb new equipment — superb new programming planned for every segment of Arkansas' population
- same ownership and operation as KWKH, Shreveport, whose KNOW-HOW has made KWKH one of the South's great stations
- **EFFECTIVE JUNE 15th, KTHS JOINS THE CBS RADIO NETWORK**
- ask your Branham Man! Several truly unusual "charter opportunities", now open, may not be available again for years

Represented by The Branham Co.
Henry B. Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

THE NEW 50,000-WATT (CBS SOON!)

KTHS

BROADCASTING FROM LITTLE ROCK, ARKANSAS

at deadline

ABC RADIO EXPANDS SPECIALIZED PROGRAMMING-- Expanding its plan for specializing in one type of programming each evening, already under way with musical programming on Saturday ("Dancing Party"), Sunday ("American Music Hall") and Monday ("American Concert Studios"), ABC Radio last week announced that Tuesday evening programming will lean toward lectures and forums such as "America's Town Meeting of the Air"; Wednesday will be "One Night of Love" with programs of a romantic flavor; Thursday night programming will have dramatic impact and Friday's will feature comedy.

A ninety minute variety show will go into ABC weekday afternoon schedule (2:30-4 P.M.) in September, to be replaced Jan. 1, 1954, by Martin Block. Early evening programming will include "Lone Ranger" alternating with "Space Ranger" and new Tuesday-through-Friday series, "Three City Byline," featuring columnists from New York, Chicago and Hollywood. New "Horatio Hornblower" series will go on ABC Radio in fall, day and time not yet set.

As announced by Robert M. Weitman, ABC vice president in charge of talent and programming, new format is part of four-fold plan that calls for strengthening present ABC Radio schedule, building new afternoon program pattern, allocating each evening to categorized facet of entertainment and finally, overall plan of creating and producing new properties.

NBC-TV FALL SELLOUT-- Complete sell-out for NBC-TV's fall nighttime schedule reported with Andrew Jergens Co., Cincinnati, buying Mon. 7:30-45 P.M. period, starting Aug. 17, and Serutan Co. (Jeritol, liver and iron extract) signing for Mon. 9-9:30 P.M. segment with "Juvenile Jury," starting July 6 and expected to run into fall. Jergens show format unset, but agency, Robert Orr & Assoc., N. Y., is preparing it. Serutan agency is Edward Kletter Assoc., N. Y.

NEW GAS PROMOTED-- New summer gasoline to be promoted by Standard Oil Co. of Indiana on 32 radio stations in 28 key midwestern cities, 167 times each week, according to Wesley I. Nunn, advertising manager. TV audiences will see films on seven stations. Tests in Mojave Desert will be described.

VICK BUYS FOR FALL-- Vick Chemical Co., annual seasonal radio spot advertiser usually using about 100 markets, lining up morning and afternoon availabilities to start in September and October, through Morse International, New York.

FORD DEALERS PLACING-- Ford Dealers, through J. Walter Thompson Co., New York, is placing its usual 13-week radio spot announcement campaign in several Ford districts (which are composed of more than one radio market), starting in June.

WAIA-AM-TV OPTIONED FOR $2 MILLION TO TEXAS GROUP-- Agreement reached by W. O. Pape, owner and founder of WALA-AM-TV Mobile, for sale of properties for $2 million gross to group headed by Gene Cagle and Charles Jordan of Texas State Network. Transaction, subject to FCC approval, will be completed this week, it was reported, following procurement of option to purchase by Texas State interests. WALA, founded by Mr. Pape in 1930, operates on 1410 kc with 5,000 w, and is affiliated with NBC. WALA-TV began operation last January on Ch. 10 and is affiliated with NBC-ABC.

"To Honor Those Behind The News"

—National Headliners Club has selected Jim Uebelhart of WSPD, AM & TV, as a winner for the 19th annual Headliner Awards.

As Jim boards the plane this month for Atlantic City to receive his award, thousands of Uebelhart fans in Toledo's Billion Dollar Market join "SPeeDy" in extending congratulations and best wishes to Northwestern Ohio's outstanding newscaster.

WSPD AM-TV
TOLEDO, OHIO

Storer Broadcasting Company
TOM HARKER, NAT. SALES DIR., 118 E. 57th STREET, NEW YORK

Represented Nationally by KATZ

at deadline

SMALL MARKET VIDEO PROBLEMS OUTLINED AT VIRGINIA MEETING-- Television stations in small communities will be forced to fight hard for their advertising dollars under present operating costs but they can be expected to shatter gloomy predictions of experts, Thad H. Brown Jr., NARTB television vice president, told Virginia Assn. of Broadcasters last week at Colonial Williamsburg.

James H. Moore, VAB president, presided at the Wednesday-Thursday meeting as association president.

In conceding definition of small market keeps shrinking, Mr. Brown said $150,000-a-year seems to be about minimum operating cost for film and/or network only station. He said national network dollars are likely to be concentrated in top 168 markets. He cited figures from article by Peter Levin in April 27 B.T suggesting TV advertising may run around 0.4% of retail sales in community.

VAB's agenda included labor discussion led by Richard P. Doherty, NARTB labor vice president, as well as panels on radio sales, programming and related problems.

R. H. Smith, WCYB Bristol, Va., elected VAB president Thursday. Other officers: Frank E. Koehler, WROV-AM-TV Roanoke, vice president; Charles Maillet, WFLO Farmville, secretary-treasurer. New board: Charles Blackley, WTON Staunton; Ray P. Jordan, WDBJ Roanoke; Earl Key, WKEY Covington; Irvin Abeloff, WLEE Richmond; John Cole, WHLF South Boston.

NARTB TV PLAN BROADENED-- Intensification of research program for Television Information Committee indicated Thursday after session of committee in New York. NARTB slated to handle immediate research projects, collecting existing data on such questions as, for instance, incidence of crime and juvenile delinquency in TV areas as compared to non-TV areas. Full membership on hand for meeting. NARTB President Harold E. Fellows is chairman.

CORONATION SPONSOR-- Handmacher Vogel Inc., N. Y. (women's apparel), signs to sponsor discussion and commentary programs dealing with Coronation of Queen Elizabeth 2D tomorrow (Tues.) on ABC-TV, 8-8:15 and 10:25-10:30 P.M. (EDT), in periods immediately preceding and following ABC-TV's presentation of BBC film coverage of Coronation.

WPTZ (TV) TRANSFER-- To mark transfer of WPTZ (TV) from Philco to Westinghouse, approved last Thursday by FCC, special live telecast will be presented June 2, 9-9:30 P.M., using early Westinghouse talent. Program, whipped together under direction of W. B. McGill, Westinghouse Radio Stations Inc. advertising manager, includes Dave Garroway, Betty Furness, Wally Cox ("Mr. Peepers"), Hamilton Trio and KYW Philadelphia orchestra. Gwilym Price, Westinghouse president; William Balderson, president of Philco; E. V. Huggins, president of WRS and Joseph Baudino, executive vice president will participate.

FLORIDA SHIFTS-- In four-way agreement to free two Florida channels for prompt grants, WCOA Pensacola dismissed vhf Ch. 3 bid and asked for grant to competitor WEAR there while WEAR gave up second bid for uhf Ch. 36 at Jacksonville, asking FCC to grant Ch. 36 to WJHP Jacksonville, under common ownership with WCOA. WGAR Cleveland dismissed TV bid for uhf Ch. 65, leaving uncontested application of WERE there.

CHEVROLET DEALERS ON WNAC-TV-- Chevrolet Dealers Assn. (Mass., R. I., N. H., Conn.) signed with WNAC-TV Boston for what station described as largest sale of feature films in Boston TV history, Linus Travers, WNAC-TV executive vice president and general manager, said. Series of film programs begins today (Monday), will consist of feature films, Mon.-Thurs.-Sat. at 11 P.M. Agency: Chamber & Wiswell Inc., Boston.

Greetings

WTIC

HARTFORD, CONN.

one of the nation's great stations

on the

20TH ANNIVERSARY

of our association together

On July 1st 1933, we started as national sales representatives of WTIC, the 50,000 watt, NBC outlet for Hartford, Connecticut. We are pleased that in each of 19 of the 20 intervening years we have shown an increase* over the year preceding. This could only be possible on a great station, well managed.

WTIC, we are proud to serve you.

*WEED BILLING
WTIC, HARTFORD

1933	$ 19,465.37
1934	71,815.00
1935	92,116.30
1936	144,077.50
1937	160,077.50
1938	182,966.70
1939	218,123.23
1940	313,982.50
1941	416,090.57
1942	438,232.23
1943	458,612.00
1944	568,141.36
1945	569,235.30
1946	576,062.60
1947	596,575.95
1948	615,769.27
1949	621,111.17
1950	705,505.91
1951	740,406.20
1952	621,554.66

RADIO STATION REPRESENTATIVES

WEED AND COMPANY

NEW YORK BOSTON DETROIT ATLANTA CHICAGO HOLLYWOOD SAN FRANCISCO

at deadline

DUMM STATIONS CONTINUE LATIN AMERICAN SERVICE-- Continuance of American shortwave broadcasts to Latin and South America was assured when Associated Broadcasters Inc. received go-ahead from State Dept. and FCC, Wesley I. Dumm, president and owner, announced last week. Spanish-language programs will be continued on private basis, Mr. Dumm said. Associated, licensee of KSFO and KPIX (TV) San Francisco, will transmit programs three hours nightly. They will be repeats of regular KSFO music programs, with Spanish interpolations, and of baseball coverage.

Using facilities of its 100 kw KWID No. L on 15.285 mc and of 50 kw KWID No. 2 on 17.760 mc, Associated will fill void left when the Voice of America ceased its Latin and South American service May 23.

As part of its Spanish service, Associated will produce and transmit two or three times a week pro-American dramas under State Dept. supervision. These will be paid for out of $100,000 Congress gave State Dept. under P.L. 495 which permits payment for private international broadcasting.

One of benefits of Associated's move in continuing to program on two frequencies vacated by VOA is that other nations may not preempt wavelengths. They are assigned for U. S. use, but if not occupied could be taken over by other nations, including Russia.

FCC APPROVES SALE-- Sale of third interest in KAFY-AM-TV Bakersfield, Calif., by George Crome and R. F. Harlowe to Sheldon Anderson, 16-2/3% owner, for $120,000, granted by FCC. Mr. Anderson's mother retains 16-2/3%, giving control to family. FCC approved 10-year lease of KGA Spokane by Bankers Life & Casualty Co. for $40,000 annually from Gonzaga U.

DUMONT ADDS SIX-- DuMont TV Network announces signing of six new stations as affiliates, raising total to 166. New affiliates: WSUN-TV St. Petersburg, Fla., WNAO-TV Raleigh, N. C., KFSA-TV Fort Smith, Ark., WDAY-TV Fargo, N. D., WGLV (TV) Easton, Pa., and KTYL-TV Phoenix.

SQUIBB ON NBC-TV-- E. R. Squibb & Sons, in first use of network TV, today (Mon.) starts two one-minute participations per week on NBC-TV's "Today" show (Mon.-Fri., 7-9 A.M. EDT and CDT), and Chase and Sanborn Coffee signs for 78 participations in "Today" between June and December, inclusive. Squibb contract, through Cunningham & Walsh, N. Y., is for 26 weeks with option for another 26 weeks. Chase and Sanborn agency: Compton Adv., N. Y. Contracts brought "Today" participations signed for in May to 107.

PEOPLE-- GERALD HIGGINS, John J. Dowd Inc., Boston appointed assistant to president of James Thomas Chirurg Co., N. Y. and Boston agency . . . WALTER L. EMERSON, ABC Central Div. attorney, named counsel for NBC Chicago succeeding THOMAS COMPERE, who enters private practice . . . LESLIE G. ARRIES SR., formerly DuMont sports-special events director, named ABC-TV sports director . . . JAMES WEATHERS, World Broadcasting System sales representative in Southeast, named Western Division sales manager replacing MAYNARD MARQUARDT, who takes leave to operate own station, KATY San Luis Obispo. Replacing Mr. Weathers will be JACK WHEELER, who sells interest in WKEV Griffin, Ga.... HAROLD C. LUND, WDTV (TV) Pittsburgh general manager, elected president of Pittsburgh Radio & Television Club.. JOHN H. THOMPSON, KNBC San Francisco news-public affairs manager, named program director, taking duties relinquished by GEORGE GREAVES who continues as assistant general manager with WILLIAM COTHRAN named public affairs director. . . EARL E. GAMMONS, CBS vice president, called on President Eisenhower Thursday in capacity of vice chairman of President's Committee on Employment of the Physically Handicapped.

WSAZ
HUNTINGTON, W. VA.
SERVING 3 STATES

You'll
GET THIS
TYPE OF

AND

ON
RADIO STATION
WSAZ

1. Courtesy Announcements
2. Newspaper Advertising
3. Monthly Mailings to Grocers and Druggists
4. Special Mailings
5. Car Cards
6. Trade Calls
7. Point of Sale Displays

•

National Representatives:
THE KATZ AGENCY
OR
C. TOM GARTEN
Station Manager

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION
WSAZ

index

BROADCASTING * TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

The complete departmental index normally appearing in this space has been eliminated in this emergency issue. At Deadline news appears on pages 5, 7, 9 and 11. Regular news departments begin on page 35.

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone MEtropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Bob Ginsburg, Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West. *Editorial Assistants:* Evelyn Boore, Anna Campbell, Kathryn Ann Fisher, Joan Sheehan; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS — Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Doris Kelly, Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE — John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Harold Flynn.

BUREAUS

NEW YORK — 444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster, Liz Thackston.
BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO — 360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, HEmpstead 8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 isues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

WJTV

Mississippi's First Television Station

The REASON is because . . .

The reason for what?

The reason Mississippi's televiewers and America's leading national spot and network advertisers are enthusiastic about the performance of WJTV, Mississippi's finest television station.

The reason is

. . . because from the first week of commercial operation WJTV has given its audience through-the-day programming, going on the air each day at ten o'clock in the morning and continuing straight through to about midnight.

. . . because only four months after "hitting the air" WJTV is producing live programs and building local television personalities whose enthusiastic mail response is testimony to their popularity. The live programs that WJTV is regularly producing . . . with multiple camera operation . . . number more than 35 each week, plus regularly scheduled remotes.

. . . because WJTV's interconnected network programming brings eight of the nation's ten most-watched shows (according to Videodex's April ratings) to Mississippi viewers.

. . . because WJTV is consistently reaching viewers 55 miles away in all directions from the broadcasting site. This remarkable coverage was established in a survey conducted throughout the area by the Product Performance Division of Philco Corporation.

. . . because foremost national spot, network, regional and local advertisers are finding that WJTV does the job for them. Reaching most of the viewers most of the time, and all of the viewers much of the time, WJTV's operation has proved to the industry that it gets RESULTS . . . profitable RESULTS. The response to one weekly program . . . where viewers were told it was necessary to send their names once and only once . . . was more than 13,000 replies.

AND . . . for a final because there is the fact that the number of sets continues to increase. From fewer than 5000 four months ago, just prior to the time WJTV began operations, sets in the area have increased to 17, 138 according to Jackson's monthly independent agency survey.

Those are the reasons WJTV knows it is offering central Mississippi viewers and America's leading national spot and network advertisers an unbeatable combination: UHF INTERFERENCE – FREE PICTURE PLUS VHF COVERAGE.

WJTV **UHF** **CHANNEL 25** **JACKSON, MISSISSIPPI**

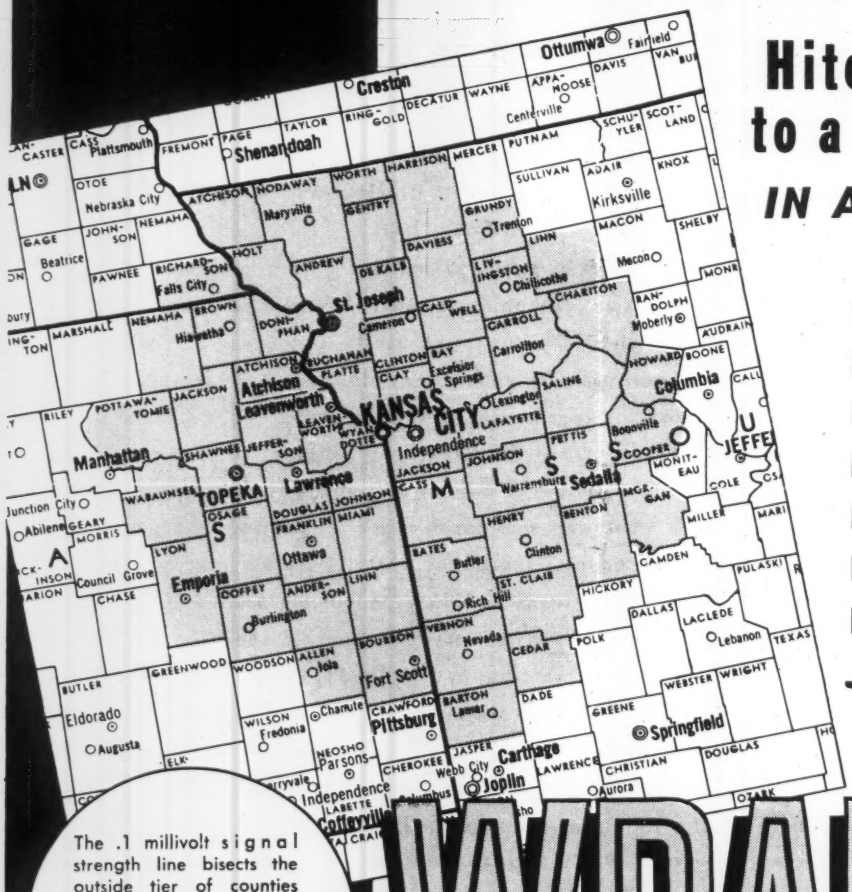
MISSISSIPPI'S FIRST TELEVISION STATION

Owned by Mississippi's two state-wide newspapers
The Clarion Ledger and JACKSON DAILY NEWS

John Rossiter, General Manager
CBS PRIMARY AFFILIATE . . . NBC . . . DUMONT . . . ABC

Represented Nationally by THE KATZ AGENCY

NOW 100,000 WATTS



The .1 millivolt signal strength line bisects the outside tier of counties shown in the map. Set sales, mail response and other data substantiate the inclusion of these 58 counties as the good coverage area of WDAF-TV.

Hitch Your Product to a Great Station... IN A GREAT MARKET!

- POPULATION IN THESE 58 COUNTIES — 1,806,400
- NUMBER OF FAMILIES — 608,700
- SET SALES — OVER 300,000
- RETAIL SALES — $1,908,353,000
- FOOD SALES — $ 360,126,000
- DRUG SALES — $ 85,600,000
- EFFECTIVE BUYING INCOME — $2,663,950,000

New Power Increase Adds 146,000 Families In This Rich Market.

WDAF-TV

Channel 4 KANSAS CITY

Represented Nationally by HARRINGTON, RIGHTER & PARSONS, Inc

A 2-WAY EXCHANGE OF LIFE INSURANCE INFORMATION

The Institute of Life Insurance provides the public with life insurance information—and in turn, interprets public attitudes to the business.

Three out of every four families now own life insurance.

As America's most popular form of thrift, there is, naturally, a wide interest in how life insurance operates and in the benefits it provides.

In carrying out its first objective of providing a clearer understanding of life insurance, the Institute of Life Insurance does these things:

—collects, analyzes and distributes life insurance statistics to radio and television stations and networks, to editors, economists, librarians, writers and researchers.

—helps schools and colleges to meet needs in the instruction of life insurance by preparing and distributing, on request, such teaching aids as booklets, films and charts.

—furnishes monthly news services to radio commentators, newspaper editors and magazine editors.

—aids librarians in selecting and securing life insurance information.

—develops material on life insurance and related phases of money management for women's organizations, social welfare workers, doctors, lawyers, and other community groups.

—publishes a series of advertising messages designed to broaden the understanding of life insurance.

And for its second objective, the Institute continuously studies public opinion concerning the performance of the life insurance business and makes its findings available to the companies. In doing this, it enables the companies to serve better the interests of 88 million life insurance policyholders.

Institute of Life Insurance

Central Source of Information about Life Insurance
488 MADISON AVENUE, NEW YORK 22, N. Y.

The TIME of Your Life—

on the

New WJAS AM & FM

$ $ $

$ MONEY $

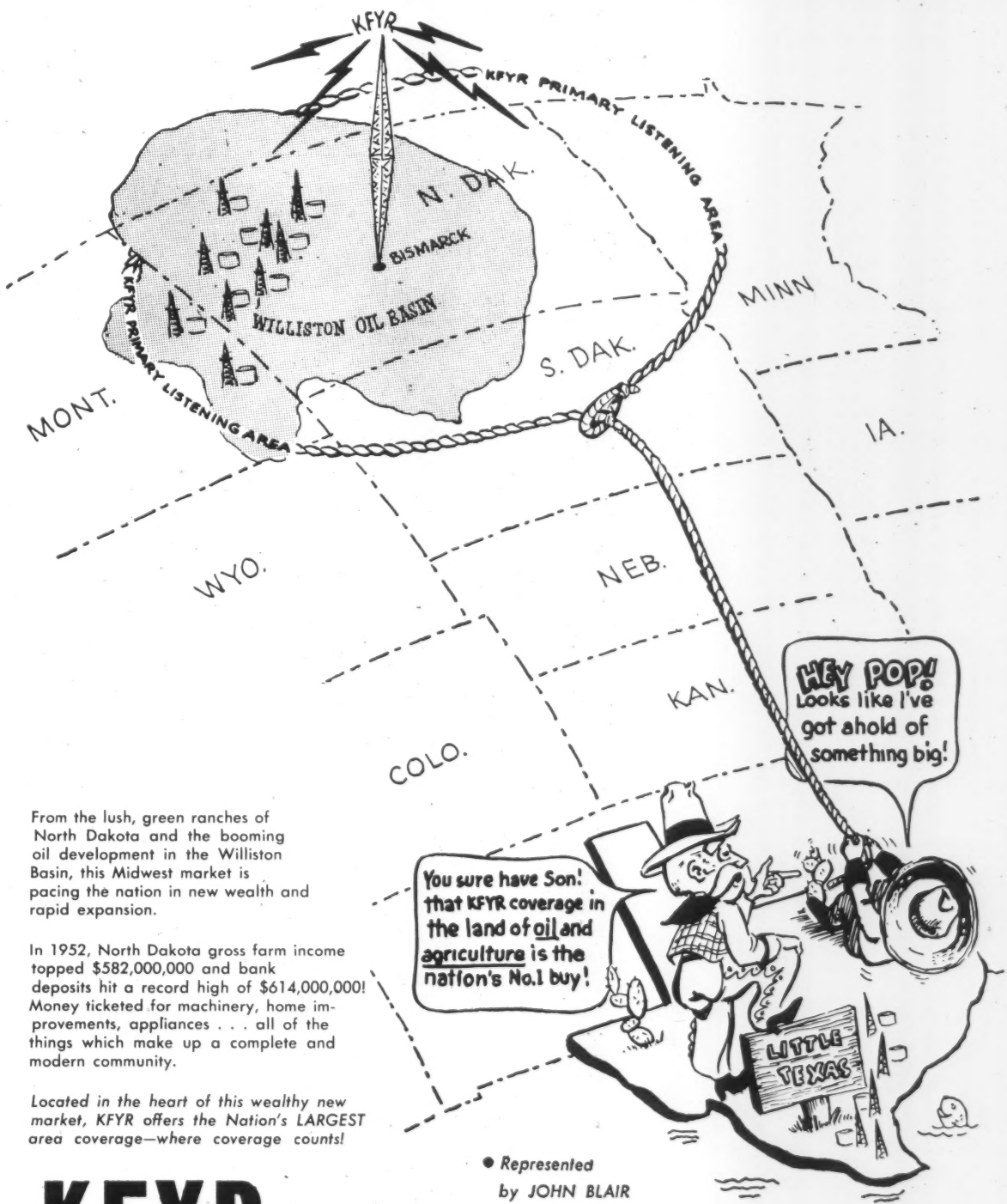
THE ~~SUNNY~~ SIDE OF THE DIAL

5000 Watts

Serving the
GREATER PITTSBURGH
Metropolitan
Area...

NATIONAL REPRESENTATIVE: George P. Hollingbery Co.

KFYR of the DAKOTAS



From the lush, green ranches of North Dakota and the booming oil development in the Williston Basin, this Midwest market is pacing the nation in new wealth and rapid expansion.

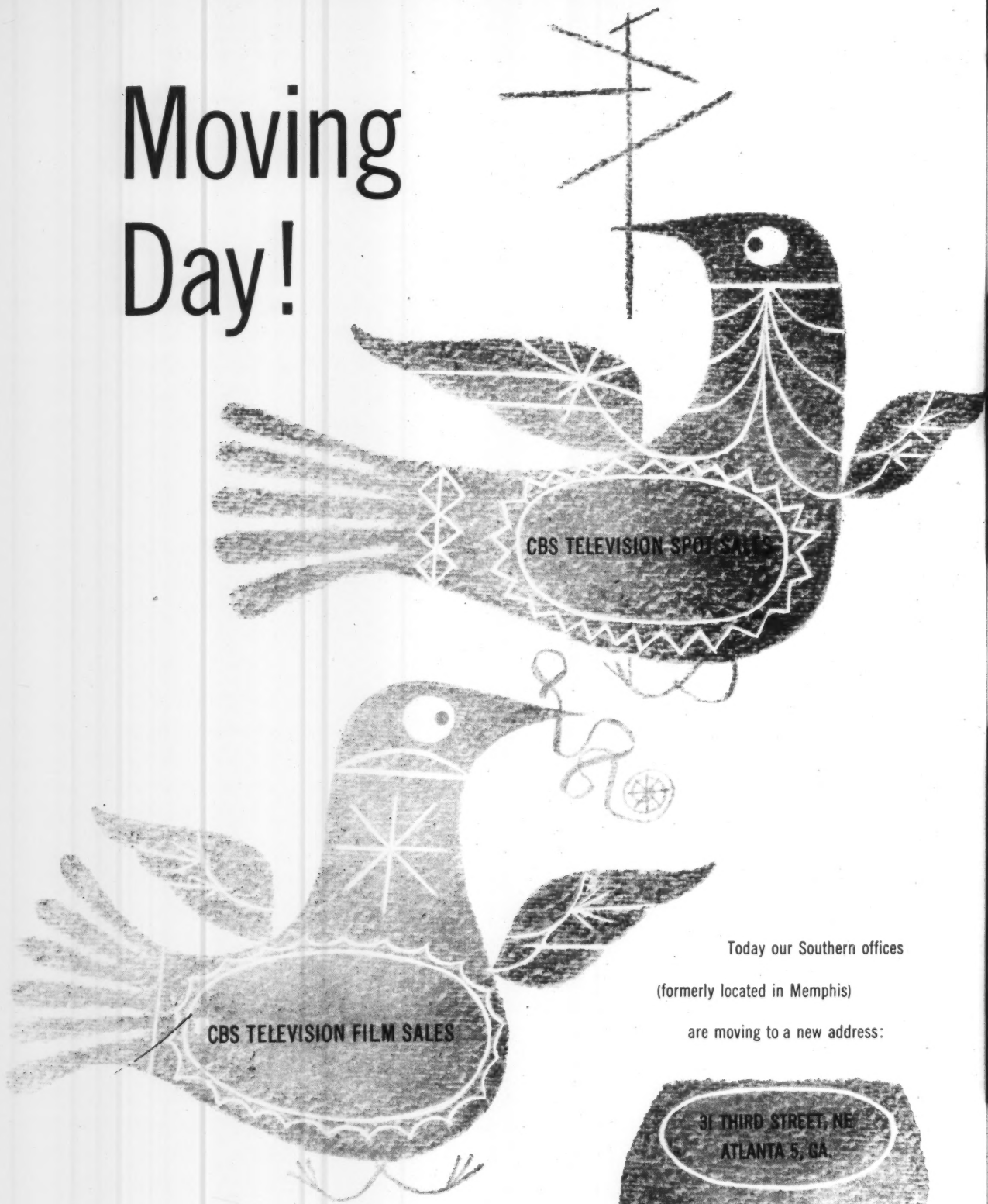
In 1952, North Dakota gross farm income topped $582,000,000 and bank deposits hit a record high of $614,000,000! Money ticketed for machinery, home improvements, appliances . . . all of the things which make up a complete and modern community.

Located in the heart of this wealthy new market, KFYR offers the Nation's LARGEST area coverage—where coverage counts!

• *Represented by JOHN BLAIR*

KFYR BISMARCK, N. DAK. • NBC AFFILIATE • 550 KC 5000 WATTS

Moving Day!



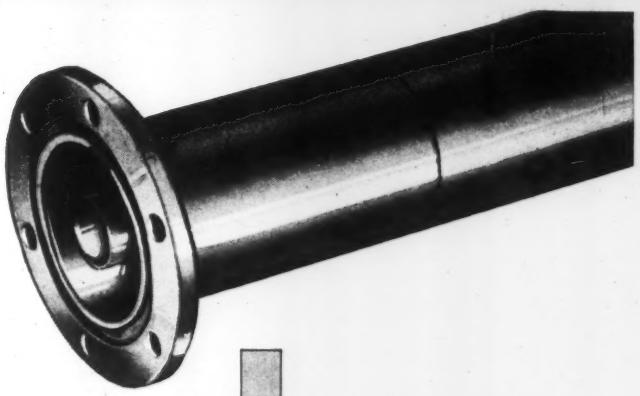
Today our Southern offices

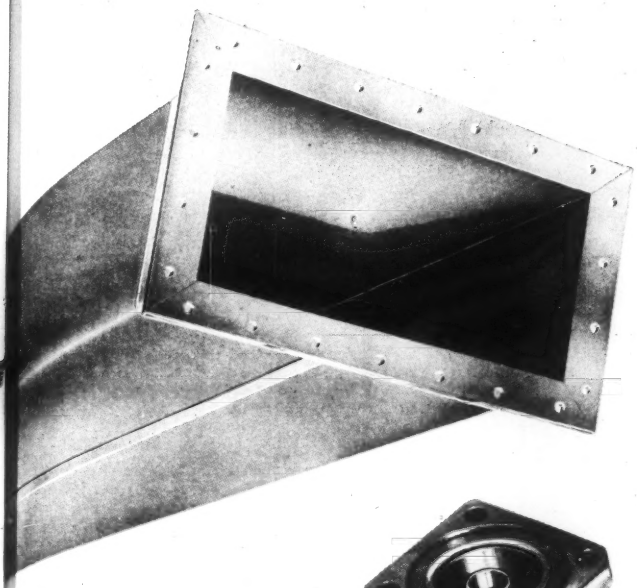
(formerly located in Memphis)

are moving to a new address:

31 THIRD STREET, NE
ATLANTA 5, GA.

ANDREW





VHF TV Transmission Line

UHF TV Transmission Line
Waveguide

The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry's finest research, Andrew's vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

ANDREW Type Number	Size	Impedance	Insulator Bead Material
	TRANSMISSION LINE FOR VHF-TV		
451	1⅝"	51.5 ohms	steatite
451-A	1⅝"	51.5 ohms	Teflon*
452	3⅛"	51.5 ohms	steatite
452-A	3⅛"	51.5 ohms	Teflon*
453	6⅛"	51.5 ohms	steatite
	TRANSMISSION LINE FOR UHF-TV		
561	1⅝"	50.0 ohms	Teflon*
562	3⅛"	50.0 ohms	Teflon*
563	6⅛"	75.0 ohms	Teflon*
	WAVEGUIDE FOR UHF-TV		
565	Copper-clad steel 7½" x 15" rectangular cross-section, RTMA designation WR-1500, 10 foot section		
564	Copper-clad steel waveguide WR-1150, 11½" x 5¾" inside dimensions, 10 foot section		

*Trademark for DuPont tetrafluoroethylene

Andrew CORPORATION

363 EAST 75TH STREET, CHICAGO 19

ANTENNA SPECIALISTS

TRANSMISSION LINES FOR AM-FM-TV-[illegible]R WAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNIN[illegible]TS • TOWER LIGHTING EQUIPMENT

The 17th State's* Top Disc Jockey

Earle Pudney presents a daily show on WGY full of variety and informality which provides top entertainment and an ideally relaxed atmosphere for many thousands of families to start their busy days—thus furnishing an ideal sales medium for you.

Coming on the air at 7:10, Earle entertains for twenty minutes. Then, there's a 15-minute "break" for news and Earle returns to the mike from 7:45 to 8:00, from 8:05 to 9:00 and from 9:05 to 9:15.

Earle, who plays and sings the popular hits, augments his program with top recordings of the day. He includes many features in his program which appeal to every type of audience.

Earle is especially proud of the devotional page which features a three minute message from one of the area ministers and a hymn each morning. The station received an award from the Institute for Education at Ohio State University for this feature.

Earle is WGY-Land's main contact with the musical world. Here he is interviewing Fred Waring during one of the band leader's recent visits to Schenectady. Phone and taped interviews with other top musical stars are often featured on Earle's morning show.

The WGY area is so-named because its retail sales are exceeded by only 16 states.

WGY *Studios in Schenectady, New York.*

A GENERAL ELECTRIC STATION

Represented Nationally By Henry I. Christal Co. New York—Detroit—Chicago—San Francisco

Cut to film clip of plane:

A technically simple, low-cost insert procedure of limitless possibilities. Gives variety—complete change of pace—to "live" shows. Most effective and economical . . . when you

USE EASTMAN FILM

For technical assistance on selecting and handling film, write to:

Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Avenue
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.,

Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

This is Attaway-Easterlin Pontiac, Inc.

This is what it's owners say

"The nicest thing that could have happened to us was sponsoring Mutual's Fulton Lewis, Jr., on WAKE (Greenville, S. C.)," say Mr. A. Attaway and Mr. J. B. Easterlin. *"His straightforward, authoritative commentary has won him the acclaim of listeners in this area . . . and us their enthusiastic support. Many thanks for WAKE's excellent handling of the broadcast, and hats off to Fulton Lewis for a superb job."*

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 stations by more than 750 advertisers (among them 64 automotive firms), the program offers a tested means of reaching customers and prospects. For availabilities, check your Mutual outlet—or the Cooperative Program Department, **Mutual Broadcasting System**, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

FARLAN I. MYERS

on all accounts

A FORMER concert pianist, Farlan I. Myers today has found a satisfying field as account supervisor and secretary of Factor-Breyer Inc., Los Angeles.

He joined F-B in 1951 as radio-TV director and was promoted to his present position last January. He supervises radio-TV activities of Sav-On Drugs, Los Angeles chain; Necchi & Edna Sewing Machines (California distributors); Farmers Insurance Group of Southern California, and Union Mortgage Co.

Born at Los Angeles in 1918, Mr. Myers spent his early youth performing in concerts. He was graduated from UCLA in 1941, worked for KNX Hollywood and did a short stint with the Office of Civilian Defense.

He entered the Army in December 1941, became a pilot and was discharged as a captain after overseas duty. After the war he studied medicine at UCLA, also working as a KNX stagehand, and sold two songs, then quit UCLA to become a KNX publicist. A year and a half later he was studying music at Boston's New England Conservatory and at Julliard in New York.

In 1949 he joined Platt-Forbes, New York, as a radio copywriter, and later became radio-TV director, handling the Peter Paul and Italian Swiss Colony Wine accounts.

In 1950 he began writing *Panorama of Research*, transcribed radio series for American Medical Assn., and the next year joined Factor-Breyer. He supervises all TV film commercials for Maier Brewing Co. (Brew 102) and is active in the schedules of Siroil Labs, LeRoy's Jewelers and Wilshire Club Beverages.

A bachelor, he spends leisure time playing tennis and composing music.

There is a **REASON**

Advertisers stay year after year with KTLA

of all advertisers . . . .

62% were on KTLA 1 year ago
54% were on KTLA 2 years ago
39% were on KTLA 3 years ago

RESULTS all the way
That's Why They Stay

on

KTLA

Channel 5

KTLA Offices and Studios • 5451 Marathon St., Los Angeles 38 • HOllywood 9-3181
Eastern Offices • 1501 Broadway, New York 18 • BRyant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

KTLA Paramount Television Productions Inc

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

Get the LION'S SHARE

. . . in the great MEMPHIS MARKET

Because the shows are always the greatest— the greatest audience keeps tuned to WREC. It's the ONE station that holds BOTH rural and metropolitan audiences with high quality programming that keeps listener-interest alert. 76 rich counties in this rich $2 Billion market are completely covered with a single schedule on Memphis No. 1 Station. Latest Standard Audit and Measurement Reports and Hooper ratings *prove it!* You save in another way, too! WREC rates are 10% LESS per thousand listeners than in 1946!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

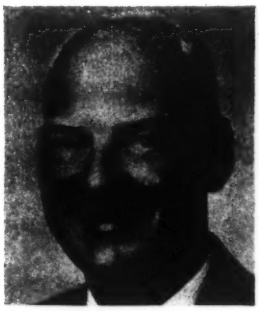
AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

AP NEWS = Rising Sales Curves!

"Sales Increased 50% Through Sponsorship Of AP News"

". . . that's the record scored by Schreiber & Miller Furniture Co.," says James W. Bradner, Jr., Owner-Manager of KGBC, Galveston, Texas. "Other sponsors report sales increases ranging from 11% up to 700%."

Of the sales increase at Schreiber & Miller, Jack Miller says: "A case in point was a promotion of General Electric Wringer Washers. We advertised them only on our three Sunday newscasts — nowhere else. By noon Monday, we sold out our entire stock of 21 washers at $119.95 each. During the three years we have sponsored KGBC-AP News we have won every G.E. district sales contest. And last year we were named one of the top ten dealers in the nation."



James W. Bradner, Jr.
Owner-Manager, KGBC.
Galveston, Texas

"30% Of Our Revenue Comes From AP News"

". . . and 90% of our AP news sponsors have been with us for more than three years," says C. C. Thompson, General Manager of KSOK, Arkansas City, Kansas.

"If a sponsor of another type of program cannot see direct results, we sell him an AP newscast or news participation . . . that usually does it.

"News on Parade, a 30-minute roundup, is sold on a participation basis and has a waiting list that has had no openings during the past two years.

"I contacted Bridges Style Shop, which is now in its third year of co-sponsorship of News on Parade. Mrs. Lydia Bridges, owner, told me that News on Parade has done a consistently fine job for my firm the past three years. Just this month one announcement on this AP newscast brought out one of the largest crowds she ever had to an after-Easter sale."

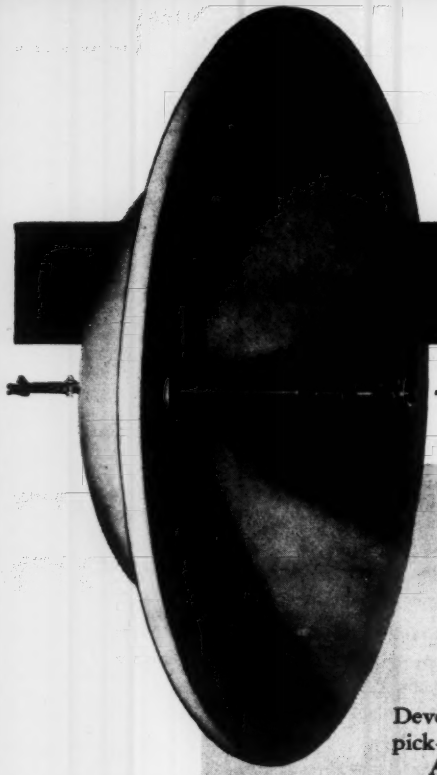
S. C. Thompson
General Manager, KSOK,
Arkansas City, Kansas

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

RADIO DIVISION
THE ASSOCIATED PRESS
50 Rockefeller Plaza, New York 20, N. Y.

Hundreds of the country's finest stations announce with pride,

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."



the TOP choice for TV...

Federal's FTL-27C

MICROWAVE RELAY LINK

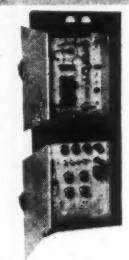
... the most widely accepted system for the relaying of video signals

Developed specifically for studio-transmitter links, inter-city relays and remote pick-up service, Federal's FTL-27C provides design features of the highest order.

Among these outstanding features are: Automatic unattended operation ... immediate on-air operation ... self-contained test circuits ... and numerous other facilities for *dependable* operation and *simplified* maintenance.

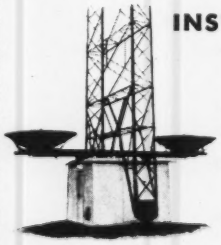
TRANSMITTER

- Direct frequency modulated
- Reflex klystron power oscillator
- 5 watts *minimum* power output
- Crystal controlled
- Built-in wavemeter, r-f power measuring devices and local monitoring facilities
- Internal receiver for off-air monitoring



RECEIVER

- Single superheterodyne type
- Crystal controlled
- Double tuned preselector
- Wide frequency response
- High signal to noise ratio
- Constant video level over wide range of input signals



INSTALLATION

- Circular parabolic antenna for both receiver and transmitter
- Antenna may be ground-mounted for use with tower-mounted reflectors
- Provides stable klystron operation and simplifies maintenance
- Reduces transmission line costs

SOUND CHANNEL

- Exclusive FTL development
- Allows simultaneous transmission of audio and video over TV link
- Eliminates need for leasing high-quality telephone lines
- Fully self-contained

Distributed by GraybaR ELECTRIC COMPANY

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — AN IT&T ASSOCIATE

Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P.Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.

KTVH

(KTVH)

HUTCHINSON
WICHITA

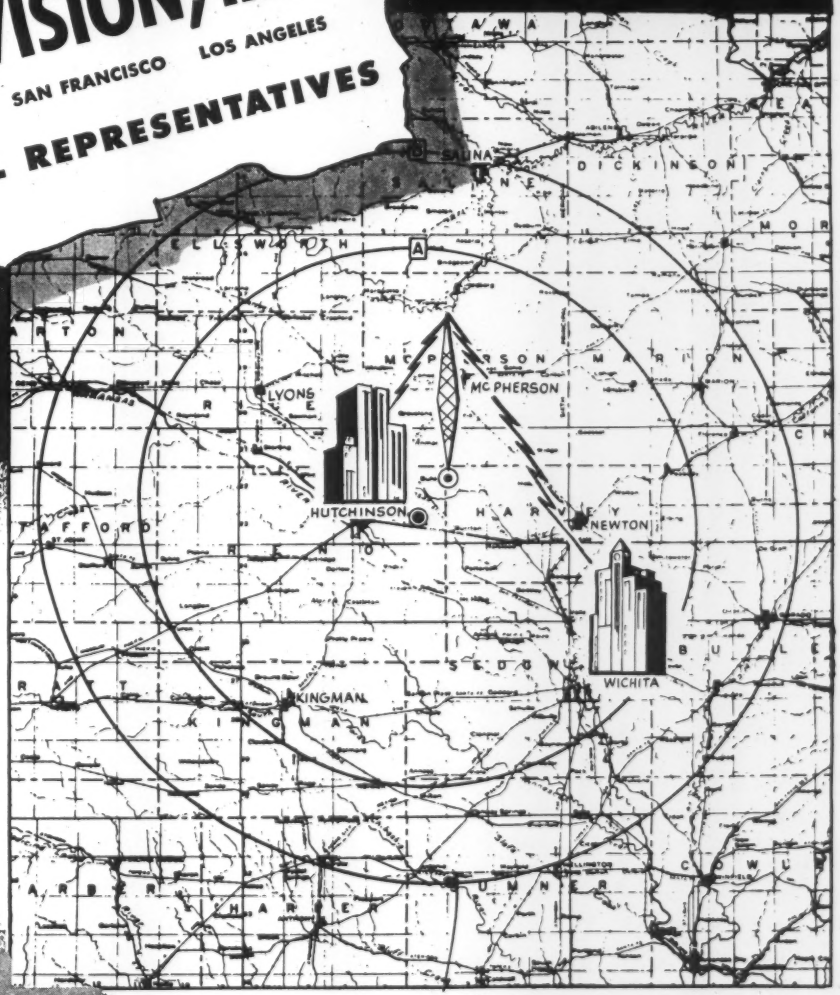
TELEVISION CENTER
FOR CENTRAL KANSAS

announces the appointment of

H-R TELEVISION, inc.

NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

as NATIONAL REPRESENTATIVES



ON THE AIR
COMMERCIALLY:
JULY 1st

CBS BASIC
CHANNEL 12

KTVH

KANSAS FIRST VHF STATION

316,000 KW—ERP HUTCHINSON, KANSAS

IN THE
Upper Midwest...

Nine out of the Top Ten multi-weekly shows are on Channel 5 where over 1,250,000 people view KSTP-TV regularly

REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

our respects

to LESTER COX

A NATIVE of Greene County, Missouri, Lester Cox has lived most of his years inside an area radiating 20 miles from Springfield.

Those years have been active ones, marked by a score of business enterprises and civic connections. Latest honor was the award last Monday of an honorary Doctor of Laws degree by Drury College, which he attended before World War I and has served as trustee.

Always a music lover, Mr. Cox formed a boys band in Republic (Mo.) High School, where he earned spending money by doing janitor work after school. Next came college—colleges, to be accurate, including Southwest Teachers College and Drury, in Springfield; Chicago U. and U. of Southern California. At 21 he joined Langenberg Milling & Grain Co., of Republic.

After earning a flyer's commission in World War I he set up an auto distributorship in the Springfield area. Three years later his love for music led him into Martin Music Co., Springfield, as vice president and general manager. In six years he achieved three important records—he built the store into the Midwest's second largest; formed the world's largest Boy Scout Band, which performed all over the nation, and brought leading concert artists to the city.

After that successful music venture he bought Ozark Motor & Supply Co., Springfield. The business included distribution of radio receivers, leading to later ventures in commercial broadcasting. Long active in the Springfield Chamber of Commerce, he interested the chamber in bringing KGBX from St. Joseph, Mo., to Springfield. Owners of the station were Ralph Foster and Arthur Johnson, who later joined him in starting KWTO Springfield, for some years operated jointly with KGBX. With separation of the stations, Mr. Cox directed his interests toward KWTO.

Now there are a dozen more business activities, including a Frisco railroad directorship; presidency of Pioneer Adv. Co., an outdoor firm; operation of three distribution outlets in four states, handling 15% of the total Ford agricultural implement output, plus a fertilizer plant in Oklahoma and a furniture factory. The long list of charitable and civic activities includes Burge Hospital, chairman of board; Special Television Committee, U. of Missouri Board of Curators, chairman; Southern Methodist U., board member. He is in the national Methodist Church Hall of Fame & Philantropy. For years he has been active in Masonry.

At Missouri U. Mr. Cox was the power behind grant of a commercial TV license to the school. Any profits will be turned back into programs available to the state and into training courses leading to masters degrees in TV station management, programming and similar professional careers. The TV outlet is to open in September. Mr. Cox contends colleges have been lax in developing high-calibre training for radio and TV careers. Missouri uses KFRU Columbia as a training ground for radio students, and next term plans to supply radio-TV instruction matching its famed journalism courses.

Mr. Cox and his wife, the former Mildred Lee, are parents of a son and two daughters, and have four grandchildren. The son, Lester Lee, is 37½% owner of KOAM Pittsburg, Kan., has 0.5% interest in KCMO Kansas City, and is 49% owner of Springfield Television Inc., a TV grantee. The elder Cox owns 12½% of KOAM, which has a TV grant, is chairman of the board of KWTO, owning 499 of 1,000 shares, and owns 49½% of KCMO (Tom L. Evans also as 49½%). KCMO is a TV applicant.

FROM HERE TO ISTANBUL

"Our correspondent in Nairobi . . ."

In May of 1945, television was hardly more than what Fred Allen called "the face on the barroom wall" but that's when NBC first set up its television news film operation with two editors and one pair of scissors. Now in its eighth year the NBC-TV news film operation is larger than any other news film company including the newsreels and other networks.

In the average week NBC news cameramen shoot a hundred different stories. In a year's time NBC films over 2,500,000 feet of raw stock. If that were all shown as one feature, it would last 300 hours, which is even longer than some features seem.

40 newsmen and 31 cameramen cover the continental United States from 6 vantage points for NBC, and of course news film is sent in from NBC affiliates in 60 other cities and towns. NBC staff correspondents can be found in all the world's major news centers.

And NBC correspondents can also be found in such exotic areas as Jakarta, Karachi and Istanbul. Our correspondent in Nairobi gave NBC a notable beat on the Mau Mau disorders.

Just to be sure that we don't miss *anything*, NBC also has first call on the films of seven major foreign newsreel companies in Europe.

It's a huge job and it's a lot of trouble, but we believe that having the largest and most active news film operation accounts in a major way for NBC's leadership in TV news. Viewers evidently like it because we consistently find the biggest audiences tuned to our daily news shows. Our sponsors like it too. Such as the sponsors on Today (7 to 9 a.m.) easily the hottest news show around. *You* can be a sponsor on Today for less than the cost of two round-trip tickets to Istanbul.

NBC

a service of Radio Corporation of America

18 YEARS OF PROGRESS

... and Still Going Strong!

Back in 1935 . . . when Oshkosh B'Gosh, Inc., started advertising on WLS . . . their product consisted chiefly of overalls and their annual sales volume was quoted in six figures.

In 1953 . . . after eighteen consecutive years of WLS advertising . . . Oshkosh B'Gosh products include more than thirty classes of work clothing such as jeans, matched shirts and pants, coveralls, coats, caps, etc., in addition to overalls . . . the floor space of their plant has been increased nearly fifty per cent, and the efficiency more than doubled . . . and their sales volume amounts to millions of dollars annually.

We don't claim that WLS did it all . . . but the very fact that Oshkosh B'Gosh, Inc., has advertised consistently on WLS for eighteen consecutive years, is convincing evidence of the part WLS has played in this progress.

WLS can get comparable results for *you*. See your John Blair man . . . or contact us . . . today.

WLS GETS RESULTS *for the* CLOTHING INDUSTRY

A Clear Channel Station

WLS CHICAGO 7 — The PRAIRIE FARMER STATION

890 KILOCYCLES, 50,000 WATTS, AMERICAN AFFILIATE. REPRESENTED BY JOHN BLAIR AND COMPANY.

"31 Third Street NE, Atlanta 5!"

Goodbye, Memphis! Atlanta, here we are!

As of *this morning at 9:00 o'clock*, CBS Radio Spot Sales' new Southern offices in Atlanta are open for business. The address: 31 Third Street NE, Atlanta 5.* (Telephone Elgin 0727.) And with this move from Memphis to Atlanta, we're set up to provide Southern advertisers and their agencies with even faster access to the services of 14 of the nation's biggest and most sales-effective radio stations... the stations represented by **CBS RADIO SPOT SALES**

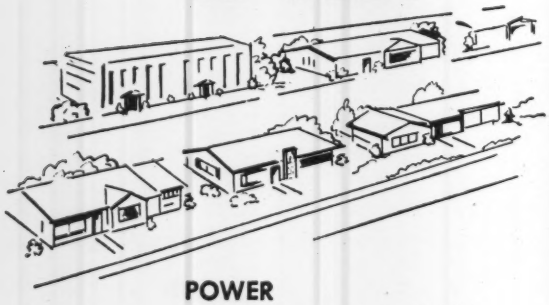
New York, Chicago, Detroit,
Los Angeles, San Francisco, Atlanta

CBS RADIO SPOT SALES represents: WRVA, Richmond
WBT, Charlotte—WMBR, Jacksonville—WAPI, Birmingham
WCBS, New York—WBBM, Chicago—KNX, Los Angeles—WCAU, Philadelphia
KMOX, St. Louis—WCCO, Minneapolis-St. Paul—WEEI, Boston
WTOP, Washington—KSL, Salt Lake City—KCBS, San Francisco
Columbia Pacific Radio Network—Bonneville Radio Network

*After December 1: 800 Peachtree Street, Atlanta 5.

A house-to-house Salesman

everyone is GLAD to see!



POWER
The only maximum power (100KW) station in the area.

COVERAGE
140 mile radius
based on special study just completed.*

AUDIENCE
Leads five out of seven nights.**

PROGRAMS
Leads in 9 of Top 15.***

PRESTIGE
In the tradition of WOAI, radio leader for 32 years in the Southwest.

The Quality Station with the Quality Picture

NBC AFFILIATE

WOAI-TV

CHANNEL 4

SAN ANTONIO

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

*Write or ask Petry for copy. **Hooper, April 1953. ***Hooper, April 1953.

We've got news for you– daily news

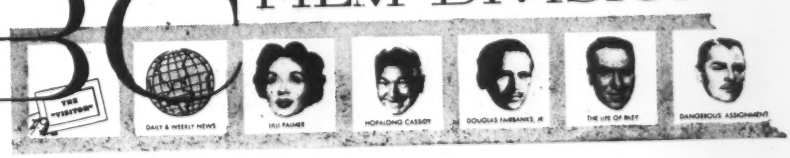
(and weekly summaries, too)

You can have NBC's world-wide news coverage in your local markets at a local price... the *big* news filmed as it happens... rushed to your TV audiences as soon as it happens.

Gathered by on-the-scene NBC cameramen throughout the world, this 15-minute NBC Daily News Report is flown from New York to local stations several times a day. This gives you an exclusive up-dated news program daily. A weekly 15-minute news summary is also available.

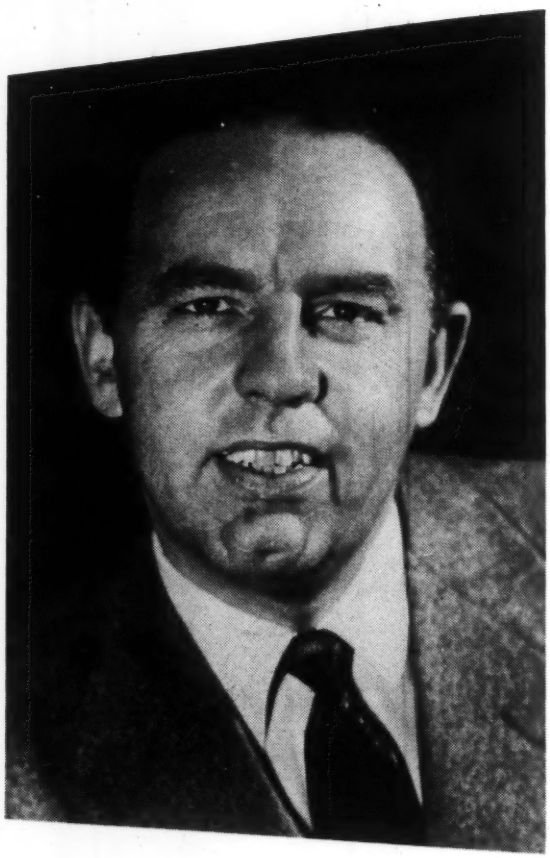
Sponsorship may still be open in your local markets. For further information write, call or wire:

NBC FILM DIVISION



NEW YORK, CHICAGO, LOS ANGELES

Another Reason Why WPTF is North Carolina's Number One Salesman



Mr. Sportscaster. . . . JIM REID

North Carolinians are the most rabid sport fans in America. Jim Reid is their dish. He's called the shots on the year-round B. C. Sports Review since 1941 and for ten years voiced the play-by-play on the Atlantic Sports Network in the Carolinas and Virginia. His 9 a.m. straight news and his 7:30 a.m. weather summary also rates top flight in those leagues. Jim Reid helps supply the proven punch which makes W P T F the Number One Salesman in North Carolina, the South's Number One State.

- North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians listen to WPTF than to any other station.

North Carolina's Number 1 Salesman

NBC Affiliate for RALEIGH-DURHAM and Eastern North Carolina

50,000 WATTS 680 KC

FREE & PETERS NATIONAL REPRESENTATIVE

WPTF

R. H. MASON, General Manager, GUS YOUNGSTEADT, Sales Manager

BROADCASTING TELECASTING

June 1, 1953 Vol. 44, No. 21

NBC AFFILIATES APPEASED BY SARNOFF PRESENTATION

THE GENERAL put out the fire.

Even skeptics among NBC-TV affiliates – and there were some who privately expressed doubts or reserved decision – conceded last week after hearing a two-hour exposition of RCA-NBC policy, history, and intentions by Brig. Gen. David Sarnoff, Chairman of the Boards of RCA and NBC, that he had quelled any incipient "uprising" that threatened.

The affiliates heard Gen. Sarnoff and other top executives of the network detail accomplishments and plans at an all-day meeting at Princeton on Tuesday, then adopted by what was termed unanimous vote a resolution reaffirming "our complete confidence in the NBC and heartily (endorsing) its program as revealed to us by Gen. Sarnoff."

Questions – some of them pointed – which had been prepared to be directed at Gen. Sarnoff went unasked. Walter Damm of WTMJ Milwaukee, chairman of the Affiliates Committee, reportedly arose to say that "here's one affiliate who won't switch." The general was given a standing ovation.

While most of the approximately 70 NBC station men on hand for the three-day meeting appeared impressed, if not overwhelmed, by the RCA-NBC presentation – which included a demonstration of compatible color TV – there remained some who appeared still unsatisfied.

Their consensus – and this group included some prominent broadcasters – was that the affiliates would go home, reflect on what they had seen and heard, and make final judgments contemplatively.

Gen. Sarnoff made clear that he is actively at the helm of NBC operations, and assured the affiliates, it was reported, that so long as he is taking this active interest he will take the responsibilities that go with it.

He also told the affiliates that NBC President Frank White, now vacationing in Europe to recuperate from near-exhaustion, is expected to return completely well – and that, assuming he does return recovered, he will continue as president if he wishes.

He gave no indication as to who the new president might be if Mr. White does not resume, but other associates of Mr. White expressed confidence that he will return to the presidency later this month and continue in the post. Members of Mr. Damm's committee meanwhile sent President White an affectionate cablegram urging him to "take it easy" but "hurry home soon."

In apparent answer to speculation as to the future role of John K. West, vice president in charge of West Coast operations but on temporary assignment in New York during Mr. White's absence, Gen. Sarnoff was said to have told the affiliates that Mr. West wants to return to the coast as soon as possible, although the West Coast organization is functioning well in his absence – which he called a tribute to Mr. West's administrative ability.

Participants also said there was no indication that grounds exist for speculation that Niles Trammell, former NBC president and board chairman and now a consultant to the network and also a TV applicant, may return to NBC in an active role. Mr. Trammell attended last week's session with RCA-NBC officials but took no active role, it was said.

NBC authorities appeared confident that the threat that several major affiliates might switch to CBS had been averted. They said they expected not more than one to join WTAR-AM-TV Norfolk, which announced a fortnight ago that it is moving to CBS (B•T, May 25.) CBS-TV officials were still active, however, and it was known that other top-ranking stations held discussions with Columbia officials even after the Princeton meeting.

In contrast to the general air of satisfaction signified by affiliates as they adjourned Wednesday, they had started out the week loaded with questions they wanted answered. One list had been submitted to the management earlier, for its guidance. In an all-afternoon meeting among themselves Monday, the affiliates drew up what was described as a new and briefer list of queries having to do with management, organization and personnel, long-range as well as immediate plans, and specifically, the long-standing question of daytime programming on NBC-TV.

Informed of the new list, Gen. Sarnoff reportedly answered that his own talk and

Brig. Gen. David Sarnoff addresses the NBC Affiliates. Mr. Damm is at his right.

CONVERSING at the NBC Affiliates meeting are (l to r): Arden X. Pangborn, WOAI-TV San Antonio; Herbert Mayer, WPTV(TV) Portland, Ore.; Frank Folsom, president of RCA, and Stan Hubbard, KSTP-TV St. Paul - Minneapolis.

the presentations to be made by other officials were all calculated to provide answers to the questions in the minds of affiliates, and that if the affiliates wanted to launch the session with questions, then the other officials might handle the chore.

Affiliates said afterwards that his talk seemed to answer the broad, basic questions if not all the details.

Color television – 16 affiliates signed contract supplements giving them NBC colorcast rights within 24 hours after the demonstration, although NBC said it had not intended to start signing them immediately – plus a detailing of plans for spending $3.5 million on weekday TV programs for the 10:30-12 noon period, a new TV discount structure to attract more daytime advertisers, and reports on the NBC-TV sales outlook all were spelled out in support of Gen. Sarnoff's reassurance that RCA intends NBC to maintain leadership.

Speakers at the Princeton session, in addition to Gen. Sarnoff, were Sylvester L. Weaver Jr., vice chairman of the NBC Board; Charles C. Barry, programming vice president; John K. Herbert, sales president, and Hugh M. Beville, director of research and planning. RCA president Frank M. Folsom also was among the RCA-NBC officials on hand.

All sessions were private. The affiliates met among themselves Monday afternoon, went to Princeton for the sessions with management there on Tuesday, and held a windup meeting among themselves in New York Wednesday morning.

In the Princeton sessions, top officials of the network spelled out their plans in a series of talks and presentations in which:

• Gen. Sarnoff assured the affiliates that NBC not only has been the leader over the years but that RCA intends it shall continue to be, and he derided CBS for appearing to think that leadership can be claimed on "brief" possession of higher ratings or what he called a few extra dollars in billings.

• NBC's schedule for launching regular color TV programming was detailed, calling for the first year to be devoted to practical experimentation in developing procedures through colorcasting some of NBC's established black-and-white programs.

• Plans for daytime TV programming involving the expenditure of $3.5 million on the weekday 10:30-12 noon period were outlined, with other monies to be spent in developing "distinctive" new programming for the noon hour.

• NBC sales during the past three weeks alone were placed at more than $20 million in gross annual billings, including over $11 million in renewals and over $9 million in new business, and NBC-TV summer business was said to be running ahead of last year's.

• In evening programs, the affiliates were told, NBC-TV not only leads the Nielsen rating parade but has increased leadership over the past year.

• A new TV discount structure was unveiled, said to be more comparable to that of CBS-TV and designed to stimulate additional daytime advertising volume.

• Plans were revealed for launching a cooperative advertising campaign for the TV network next fall, similar to the one for the radio network.

In his two-hour talk, Gen. Sarnoff stressed the RCA-NBC concept of leadership as quality based on solid foundations. Raiding an artist, a sponsor, or a station may get publicity, but constitutes "promotion," not leadership, he declared, asserting that the real evidences of leadership are creation and development of new arts and industries, such as radio and TV, and creation and development of compatible color TV to its full potentialities.

RCA-NBC's tradition, he continued, is one of research and development which create long-range values and continued advances – not, he said, to meet momentary expediencies. And, he asserted, NBC's affiliates have been the first stations to share in such progress.

To emphasize this point, he cited RCA's developmental work on compatible color TV, which he said has put NBC in the forefront in its ability both to provide color TV service and to help affiliates in setting up their own color operations.

Gen. Sarnoff stressed RCA-NBC activities from the beginning of broadcasting, in building radio as a national service, developing monochrome TV, pioneering uhf and color – all as evidences of NBC leadership, which he said RCA is determined to have continue.

'Be It Resolved'

TEXT of resolution adopted by NBC-TV affiliates reaffirming their confidence in the network after hearing Brig. Gen. David Sarnoff, Board Chairman of RCA and NBC, and associates outline plans for NBC at the affiliates' meeting last week:

"Be it resolved:

"That we, the television affiliates of the National Broadcasting Company, who today at Princeton had the privilege of reviewing in detail with General Sarnoff the position of RCA and NBC in broadcasting and television hereby reaffirm our complete confidence in the National Broadcasting Company and heartily endorse its program as revealed to us by General Sarnoff.

"This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and television over the past years and the steadfast belief that General Sarnoff's position with respect to color television and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made including his prophecy of the assured future of television, pronounced at Atlantic City in 1947.

"The rapid approach of color television and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates and a careful analysis of the present and projected program and sales plans of NBC leave us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

"In this confidence we adjourn our meeting with unanimous approval and endorsement of the RCA-NBC program as outlined to us today."

Gen. Sarnoff said he accepted the resolution as an expression of confidence in the NBC staff. "They will be more encouraged by this than by any personal words of praise from me," he asserted.

The resolution was presented by a committee composed of Walter Damm of WTMJ-TV Milwaukee, chairman of the affiliates group; Robert E. Dunville, Crosley Broadcasting Corp.; Robert D. Swezey, WDSU-TV New Orleans, and Harold Hough, WBAP-TV Fort Worth.

CBS Answers

IN ANSWER to ridicule which Brig. Gen. David Sarnoff, RCA and NBC board chairman, turned upon the idea that "leadership" can be claimed on the basis of "brief" holding of "a few higher program ratings or a few extra dollars in billings" CBS, which claimed a few weeks ago to have taken the TV leadership to go with its sales advantages in radio, issued this statement: "Our record speaks for itself. It is based on nothing other than creative management supported by an imaginative and well coordinated staff."

In the same vein Mr. Damm, presenting Gen. Sarnoff, noted that Gen. Sarnoff urged NBC affiliates in 1947 to go into TV, and said those who took this advice are now in the vanguard of profitable TV station ownership.

NBC's plans for launching colorcasts as soon as FCC approves compatible color standards – (RCA authorities have indicated they will apply to FCC by July 1) – were laid out by Mr. Weaver, who said the preliminary schedule calls for two evening half-hours per week in color, plus additional color programing in daytime from one of the two fully equipped color studios NBC now has, plus continuous experimentation and occasionaly color programming from its other existing studio.

The network also has ordered additional color cameras and color camera chains to equip five more studios, Mr. Weaver said. Also, he reported, NBC's color-equipped mobile unit will be used for pickups for insertions in regular black-&-white programs where suitable, and for outstanding special events.

He estimated the cost of equipping a TV station to carry network color programs would be about $15,000.

In the immediate realm of black-and-white, daytime program plans were spelled out by Mr. Barry, who said the new morning lineup would be:

After the leadoff *Today* series, seen Monday through Friday from 7-9 A.M., EDT and CDT, the fast-rising *Ding Dong School* feature will continue from 10-10:30 a.m. and be followed, starting July 6 by a 10:30-11 a.m. program called *Glamour Girl,* in which a woman chosen from the audience will be glamourized by top beauticians and fashion experts and shown "before" and "after" to the audience.

Into the 11-12 noon period will go four quarter-hour serials – the veteran *Hawkins Falls* at 11-11:15 a.m., and *The Bennett Story,* a new series from Chicago, at 11:15-11:30 a.m., both effective July 6, with two other series yet to be announced going into the reamining half-hour effective Aug. 3.

Adrian Samish, it was announced, has been named supervisor of morning operations. Mr. Samish, an agency and network veteran, most recently with Dancer-Fitzgerald-Sample, joined NBC a few weeks ago as a member of the creative programming group and program executive.

Mr. Barry gave the affiliates a rundown of Nielsen rating figures, showing NBC-TV in first place in evening ratings, with its margin of leadership having been increased from 7% in March 1952 to 12% in March this year. He said the figures for evening once-a-week programs show NBC with six of the top ten, nine of the top fifteen, and thirteen of the top twenty. Further, he said, in the daytime period from 9 a.m. to 6 p.m. NBC led in average ratings, and, for daytime multi-weekly shows, had eight of the top ten; twelve of the top fifteen, and seventeen of the top twenty.

Mr. Herbert, in addition to reporting over $20 million in gross billings signed during the past three weeks, said NBC's salesmen already are at work on the new morning lineup; that special sales units may be set up for some of the programs, and that a national sales meeting will be held next month to concentrate on the morning shows.

Turning to the two-hour early-morning *Today* series, Mr. Herbert said sales volume for the first five months this year is up more than 100% – 465 segments sold as against 211 for the same period last year – and that gross billings have tripled. With almost 400 segments of *Today* ordered during the past two weeks, he said, current sales and prospects indicate this year's total billings on the series will be $3,750,000.

On summer sales generally, he reported that NBC-TV as of the third week in May had booked as much summer business as it had in August last year, and is expected to exceed its 1952 summer sales performance. For the fall, he continued, the network appears headed for a sold-out evening schedule and a much stronger daytime position.

Wish You Were Here

TEXT of cable sent to NBC president Frank White, vacationing in London, by members of the NBC-TV Affiliates Committee, headed by Walter Damm of WTMJ-TV Milwaukee, following NBC presentation at Princeton Tuesday:

"Dear Frank:

Had you been in Princeton Today and heard the many wonderful things the gang said about you and heard General Sarnoff laud your future with America's No. 1 network you would have decided being on earth was worth it. The session was solid the entire spirit was wonderful. Have a good time, take it easy, hurry home soon where we all await with sincere admiration for you. It has been a great day for the General, the network, its president and we affiliates.

"Love,

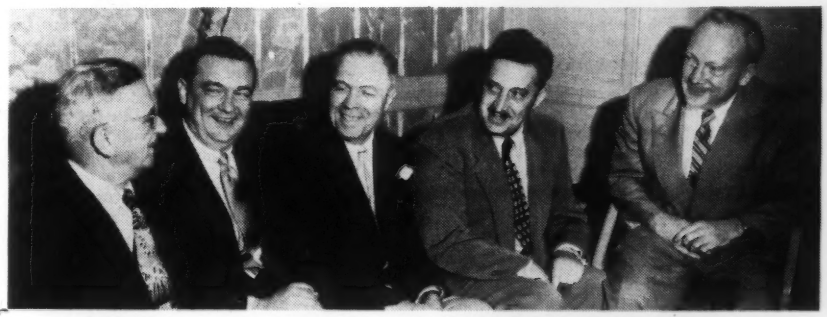
"All the Damm Affiliates."

Mr. Beville, as director of research and planning, pointed out daytime TV's substantially lower cost-per-thousand for advertisers aiming primarily at the housewife audience, and also gave details of the new TV discount system being inaugurated by NBC.

While satisfaction and in many cases rousing enthusiasm appeared to mark the affiliate's reception of the management's presentation at Princeton, they had come to the three-day meeting well armed with questions.

They had a list which had been submitted to President White on May 1 as a guide for management in preparing for the sessions, and they had a list compiled subsequently for follow-up discussion in their private meetings before being joined by the network officials. The two lists were prepared for the affiliates by committee chairman Walter Damm to expedite their closed sessions.

The May 1 queries covered a broad range extending from "Who is at present in the NBC organization?" – which took cognizance of "numerous rumors and



FIVE of the six members of NBC-TV Affiliates' committee on daytime programming, headed by E.R. Vadeboncoeur (c) of WSYR-TV Syracuse, are shown here (l to r): John M. Outler Jr., WSB-TV Atlanta; John Murphy, Crosley Broadcasting Corp.; Chairman Vadeboncoeur; Harold P. See, KRON-TV San Francisco, and D. L. (Tony) Provost, WBAL-TV Baltimore. Sixth committeeman, Ed Wheeler of WWJ-TV Detroit, was not present when picture was made.

reports to the effect that there are still further major changes in the offing" — through a query as to "where do we go from here?" to the further question "is or is not NBC going to get the Gillette fights to start on time?"

Complaints and questions about NBC's seemingly permitting "exploitation" of the motion picture industry through too prominent mention of too many movies on too many TV shows; about "poor engineering quality" on the *Kate Smith Show* and *Camel Newsreel;* about instances of one advertiser "sharing" commercial time with another "compatible" advertiser, and about NBC's compliance with its own and the NARTB TV standards of practice were other highlights of the pre-meeting "agenda" of the affiliates.

Another question raised pointedly in the list which had been submitted to President White:

"What are NBC's plans as to a basic must-buy network?"

In amplification, the summary continued that "it would seem that the time has come when NBC must declare itself as to what its intentions are. . .Affiliates in one-station markets want to know so that they can make their future plans. . . .If (newer affiliates in small markets) are not to be included in the basic must-buy setup they ought to know and be sold on the reasons why."

Summer sales, the fall schedule, the specific sponsorship situations were among other points on which affiliates had sought information in the May 1 query.

The second list given the affiliates by committee leaders consisted of "matters for discussion" at the private meeting on Monday, and in many cases the subjects were listed without comment. For example, it was noted that the following are subjects which had been raised relating to the affiliation contracts:

1. Increased compensation for affiliates, via reduction of "free hours" and higher percentage of compensation.
2. Elimination of rate protection for advertisers taking summer hiatus.
3. Change in Saturday and Sunday afternoon rates
4. Revision of option hours for stations in non-DST areas.
5. Recapture, by the stations, of option time when the network does not furnish any service.
6. Special rate for programs sold on a co-sponsorship basis; also for alternate-week programs where the advertisers exchange commercials, on the theory that such exchange in effect makes the programs co-sponsored; also for participating programs paid for at the card rate but in which three announcements are sold.

NBC-TV DISCOUNT PLAN PRESENTED

NEW NBC-TV discount structure, intended to meet competition and to attract more advertisers to NBC-TV, particularly during the daytime hours, will go into effect July 1, affiliates were told last week by Hugh M. Beville, NBC director of research and planning.

Main features of the new plan involve reduction of the minimum discount period from 39 to 26 weeks, an upping of the hour discount rate from 7% to 8%, cumulative calculation of discounts permitting an advertiser to combine his programs for discount purposes instead of figuring discounts on each program individually, and a reduction from five to two days a week necessary for a daytime sponsor to be eligible for the contiguity rate.

In combining program times for discount calculations the same ratio will be followed as is used in establishing rates, Mr. Beville said. That is, a quarter-hour will be counted as 40% of an hour, a half-hour as 60% of an hour. At present, an NBC-TV sponsor of a half-hour and a quarter-hour each week would earn discounts of 6% on his half-hour time charges and 5% on his quarter-hour time charges, provided both programs were kept on for 39 weeks. After July 1, he can combine the two and earn the hour discount rate of 8% (40% for the quarter-hour plus 60% for the half-hour making 100% or a full hour for discount purposes) after 26 weeks. If another quarter-hour is added the discount mounts to 12% and still another brings the discount to 15%, maximum allowed on a weekly basis. An additional 10% is allowed for 52 weeks of consecutive sponsorship.

Advertisers maintaining a minimum of 200% of a unit hour on NBC for 52 consecutive weeks may, in lieu of the weekly discount plus continuity discount take a straight 25% overall discount, Mr. Beville said. For example, R. J. Reynolds Tobacco Co., Sponsoring *Camel News Caravan* five nights a week the year 'round, meets this qualification (five X 40% equals 200%) and so is entitled to 25% discount on all its NBC-TV business. Only exceptions, Mr. Beville said, are sponsors participating in *Today* and other NBC-TV participating programs which have special discounts of their own to which the overall discounts are not applicable.

To match CBS, he said, NBC-TV has reduced its contiguity time rate requirements for daytime advertisers. Formerly, an advertiser on NBC-TV had to sponsor a program five days a week to make him eligible for contiguity rates on other daytime shows on the network. Now, he need sponsor a program only twice weekly to be eligible. Contiguity rate means that the sponsor of a daytime quarter-hour program at least twice a week can add another quarter hour on one of the same days and, for that day, combine the two quarter-hours, paying the half-hour rate (60% of the hour rate) for the combination instead of the rate for two quarter-hours (two 40% or 80% of the hour rate). This extra 25% discount, now available to twice-a-week daytime sponsors, NBC hopes will encourage them to further increase their use of its daytime TV facilities.

NBC AFFILIATES SIGN FOR COLOR

THOUGH officials said they had not planned to start signing up stations immediately, NBC officials reported that by noon last Wednesday 16 affiliates on their own initiative had signed affiliation contract supplements giving them right to carry NBC color telecasts when colorcasting is launched. This followed NBC's demonstration of its compatible color system to the affiliates Tuesday noon, and the outlining of colorcasting plans that afternoon. The 16 which had signed were listed by NBC as follows, showing both stations and signers:

WBRE-TV Wilkes-Barre, David M. Baltimore, General Manager; WJAR-TV Providence, R. I., Norman Gittleson, managing director; WSYR-TV Syracuse, E. R. Vadeboncoeur, president and general manager; WJAC-TV Johnstown, Pa., Alvin D. Schrott, Manager; WJIM-TV Lansing, Mich., Willard E. Wallbridge, executive vice president and general manager; WLWD Dayton, WLWC Columbus, WLWT Cincinnati, Robert E. Dunville, President, Crosley Broadcasting Corp.; WSAZ-TV Huntington, Lawrence H. Rogers III, general manager; WDSU-TV New Orleans, Edgar B. Stern, president; KSTP-TV St. Paul-Minneapolis, Stanley E. Hubbard, president and general manager; WKY-TV Oklahoma City, P. A. Sugg, manager; KCBD-TV Lubbock, Joseph H. Bryant, president and general manager; WBAP-TV Fort Worth, Harold Hough, vice president and director; KPRC-TV Houston, Jack Harris, general manager, and KPTV (TV) Portland, Ore., Herbert Mayer, president, Empire Coil Co., owners.

'PER INQUIRY' PLANS OFFERED; FELLOWS DENIES ANY INDORSEMENT

THE mail order business, frequent trouble-maker for stations, last week promised a sky-high summer for the kiddies.

Two firms launched toy baloon enterprises. One of them offered a novelty in per inquiry selling—implied approval of NARTB President Harold E. Fellows, longtime foe of this type of account.

Prompt disclaimer came from Mr. Fellows in a telegram to William L. Mezger, whose name was signed to a baloon P. I. offer from Val U. Service, 23 Monterey Ave., Dayton 9, Ohio.

The Mezger letter offered five toy balloons for $1, with the station getting 40 cents out of each order. One of the balloons was described as a "flying saucer" that makes a militant noise as it deflates.

The letter concluded with this statement, "As a personal reference I suggest Harold E. Fellows, president of NARTB, Washington, D. C."

Mr. Fellows told B•T Mr. Mezger was a former employe when he managed WEEI Boston before assuming the NARTB presidency. He said his wire to Mr. Mezger included this statement;

"Had not realized that your plan involved the purchase of station time on a per inquiry basis. I cannot personally or officially endorse this type of advertising. Regret that I must ask you to withdraw any statement or intimation that I have endorsed the plan. I still stand on my opinion of you personally but cannot endorse or countenance any intimation of endorsement of per inquiry broadcasting."

North Carolina Assn. of Broadcasters is investigating the Dayton P. I. deal as well as another balloon project submitted by Per-Men Adv. Inc., 8251 Beverly Blvd., Los Angeles, according to Jack Younts, WEEB Southern Pines, N. C., executive secretary of the association.

The second account proposes to buy six five-minute periods a day on stations—at the half-hour rate. For $1 plus 25 cents for handling the company says it will send 18 latex balloons. Some are three feet long and there are puppies and other novelties.

Mr. Younts said NCAB has investigated many mail order accounts in recent years in response to complaints from stations that have been forced to refund money for non-delivery of merchandise. "These accounts often make enemies for the station," he added.

You Can Buy Radio Time 'Free'

THE secret's out at last.

It's a secret "so valuable that it has been carefully guarded by a handful of big-time advertising agencies," according to Sterling Adv. Agency, Suite 923, Garrick Bldg., 64 West Randolph St., Chicago 1, Ill.

In a nutshell the secret formula is a way of advertising on radio stations from coast-to-coast "without investing a single penny in advance. . .without paying the high time rates charged by radio stations."

Many advertisers "have spent $500 to $1,000 for this information," according to Sterling.

Incidentally, Sterling says "the power of radio advertising is terrific. Fortunes are being made. Yes, others are 'cleaning up' with P.I. advertising. . . .and so can you."

Sterling has a list of over 400 stations "that will cooperate," according to a Sterling direct mail piece. The list will be supplied for "only $10."

The valuable "secret" is described this way:

"Certain radio stations will accept 'P. I. radio advertising.' What is 'P. I.?' It means 'per inquiry.' Instead of paying the station's regular rate, you pay only 'per inquiry' or per sale received. You pay the station a commission on the goods sold. . . .after you make the sale, not before. The station broadcasts your advertising message. The orders come into the station. The station forwards the orders to you to be filled. You pay the station a percentage of your profits on each order received. A fool-proof, no-risk, no-investment money making proposition for you."

Results - 'Phenomenal'

THREE weeks of radio, four weeks of television – with that much introduction, $65,000 worth of a new product, Fab Spray, was sold to the responsive radio and television audience. The agency, D. A. Marks Adv., Detroit, said Henderize Inc., Sacramento, Calif., allocated $7,000 to TV spot in Lansing and an undisclosed sum for radio in Jackson, Saginaw, Bay City and Flint, all in Michigan. The results, said the agency, were "phenomenal'" So successful was the drive that a similar radio-TV campaign was started in Detroit May 23 with a test budget of $25,000, and Toledo and Grand Rapids are scheduled for this fall. Radio ineffective? Television too expensive? No, sir. Henderize Inc. has proved otherwise.

Booth, Hill Join Esty, Potter Named V.P.

TWO MEN have been added to the William Esty & Co. staff and another has been named vice president, James J. Houlahan, agency president, announced last week.

William P. Booth, vice president on the Kever Bros. account, Sullivan, Stauffer, Colwell & Bayles, joins Esty as vice president and member of the service group for Colgate-Palmolive-Peet Co.

H. Ross Potter, who has served on the Colgate account at Esty for the past two years and continues in that assignment, was named a vice president.

John J. Hill, Jr., with Kenyon & Eckhardt for the past 18 years, joins Esty as art director.

CBS Radio Announces $3 Million Sales

CBS RADIO'S sale of 10 quarter-hours a week to Toni Co. and Manhattan Soap Co. (B•T., May 25) represents combined gross annual billings exceeding $3 million, John Karol, vice president in charge of network sales, estimated last week.

Described as one of the largest network radio time sales in recent months, the contract calls for the two advertisers to alternate daily in sponsoring Walter O'Keefe in the *Wizard of Odds* audience participation series (Mon.-Fri., 3:45-4:00 p.m. EDT) and Mercedes McCambridge in a dramatic series entitled *Family Skeleton* (Mon.-Fri., 7:15-30 p.m. EDT), both effective June 8. On June 29, *Family Skeleton* will move into the 7-7:15 p.m. EDT period now occupied by *Beulah*.

AD BUDGET SIZE ISSUE OUTLINED

PRIMARY responsibility for determining the size of advertising budgets should rest with advertisers, Thomas D'Arcy Brophy, Board Chairman, Kenyon & Eckhardt, told the Chicago Tribune's Fourth Annual Distribution & Advertising Forum last week. Panel sessions were held Tuesday and Wednesday in the WGN Chicago audience studios.

Edgar Kobak, appearing as president of Advertising Research Foundation Inc., traced ARF's history and its study of listener and reader motivations. Mr. Kobak, business consultant and owner of WTWA Thomson, Ga., said his group's work "may take three, four or five years but we feel we have made the right start." He stressed the need for continuity in advertising, which he termed one reason for radio's success.

Mr. Brophy said "some advertisers have refused to accept the fact that the advertising dollar doesn't go as far to-

day" and noted rising costs in other fields.

William J. Sanning, advertising director, Kroger Co., said his firm spent nearly $9 million in advertising last year, with $603,000 for radio and $375,000 for TV – all spot.

Messrs. Kobak, Brophy and Sanning appeared in a Wednesday morning panel on ad budget practices along with other agency and advertiser representatives. Leadoff discussions Tuesday were headed by Fairfax Cone, president of Foote, Cone & Belding. He said advertisers can frequently turn to product users for a sales theme.

NEW BUSINESS

Spot

Campbell's Tomato Juice planning radio spot announcement test campaign in seven West Coast markets starting June 1 for eight weeks. Agency: Compton Adv., N. Y.

National Carbon Ltd., Toronto (batteries), and **Northern Electric Co. Ltd.**, Montreal (receivers), will sponsor broadcasts of Western and Eastern Canadian rugby football games this fall on 14 Canadian stations. Agency: Harry E. Foster Adv. Ltd., Toronto.

Network

American Tobacco Co. renews *Jack Benny Program* on CBS Radio for ninth year, Sun., 7 - 7:30 p.m. EDT, starting Sept. 13. Show goes off air after June 7 for summer. Agency: BBDO, N. Y.

Jacques Kreisler Mfg. Co., North Bergen, N. J. (watchbands), signs to participate in sponsorship of *Crime Files of Flamond*, Wed., 8 - 8:30 p.m. EDT, *Official Detective*, Thurs., 8 - 8:30 p.m. EDT and *Take a Number*, Fri., 8 - 8:30 p.m. EDT on MBS under network's "Multi-Message" plan, for 12 weeks, starting July 1. Agency: Foote, Cone & Belding, N. Y.

Rexall Drug Co. to sponsor *Richard Diamond, Private Detective* on CBS Radio as summer replacement for *Amos 'N' Andy*, effective May 31, Sun., 7:30 - 8 p.m. EDT. Agency: BBDO, N. Y.

Gospel Broadcasting Assn., L.A., renews *The Old Fashioned Revival Hour* on ABC radio, Sun., 4 - 5 p.m. EDT, for 52 weeks from June 21. Agency: R. H. Alber Inc., L. A.

Sunnyvale Packing Co., Sunnyvale, Calif. (Rancho soups), started participating sponsorship of *Chet Huntley News* and *Bob Garred News* on 18 ABC Western Radio stations, Mon., Wed., Fri., 7:30 - 7:40 a.m. PDT, Tues., Thurs., 5:30 - 5:45 p.m. PDT, for six weeks from May 25. Agency: Brooke, Smith, French & Dorrance, S. F.

Coca-Cola Ltd., Toronto, has started *Eddie Fisher Show* twice weekly on 34 Dominion network stations, for 26 weeks, Wed. & Fri., 8 - 8:15 p.m. Agency: D'Arcy Adv. Co., Toronto.

Agency Appointments

Famous Brand Jewelers Inc., Chicago (group of independent retail credit jewelers), appoints Allan David Agency, same city, TV will be used.

H. J. Caruso, Dodge - Plymouth dealer, L. A., appoints Warwick & Legler Inc., same city. Radio - TV is being used.

Cultiller Co., New Brunswick, N. J., appoints Walter Chittick Co., Phila., for farm implements.

Consolidated Royal Chemical Corp. appoints Dancer-Fitzgerald-Sample, Chicago, effective June 1.

Mitchell Brewing Co., El Paso, appoints Ringer & Assoc., L. A., **Raymond E. Prochnow** is account executive. Spot announcement campaign has started on 30 radio-TV stations.

Bluhill Foods, Denver (whlsle. foods), appoints Glasser-Gailey Inc., L. A. **Grace Glasser** is account executive.

Crustywise Piecrust Co., Pico, Calif. (frozen dough products), appoints L. J. Swain Adv., Whittier. **Norman Church** is account executive.

Mercantile Trust Co., St. Louis, appoints Krupnick & Assoc. Inc., that city. **John T. Alden** is account executive.

TWO FIRMS SHOP FOR TIME PERIODS

AT LEAST five national advertisers have expanded their television budgets with network buys, while a sixth advertiser is still seeking an hour on alternate weeks on one of three networks, and a seventh is looking for a half-hour network show on alternate weeks.

The five expanding advertisers are General Mills, Commercial Solvents Corp., Bristol-Myers, Armour & Co., and Falstaff Brewing Co. seeking time periods are U. S. Steel Corp. and Sherwin-Williams Paint Co.

General Mills expands when it places its *Lone Ranger* series on CBS-TV, Sat., 1-1:30 p.m., effective June 13, in addition to continuing sponsorship of *Lone Ranger* on ABC-TV, Thurs., 7:30-8 p.m. Dancer-Fitzgerald-Sample, New York, is the agency.

Commercial Solvents Corp. will more than triple its television budget this fall, when it starts sponsorship Sept. 12 of a quarter-hour Saturday evening sports show with Red Barber on CBS-TV. Exact time will be decided later. Program will be heard on 30 stations. Firm had been sponsoring *Peak of the News* on a regional basis in about 10 to 14 markets. Fuller & Smith & Ross, New York, is the agency.

Bristol-Myers Co., New York, is expanding its TV budget, a spokesman of the company told B•T, by setting sponsorship of the Paul Hartman *Pride of the Family* series on ABC-TV on alternate weeks, starting early in October (Fri., 9-9:30 p.m.). This buy is in addition to its weekly half-hour *Time to Smile* on CBS-TV. Doherty, Clifford, Steers & Shenfield, New York, is the agency.

Meanwhile Armour & Co., Chicago, through Foote, Cone & Belding, Chicago, has signed to sponsor the other week of *Pride of the Family*, thus increasing its TV budget.

Falstaff Brewing Co., St. Louis, a heavy radio advertiser (*Game of the Day* on MBS, spot campaigns and local baseball series) is launching a television baseball series, *Game of the Week*, on ABC-TV, Saturdays, starting May 30 in about 20 markets. The program will not be carried in major league baseball cities nor in minor league cities where a home game is being played. Other markets than the 20 for Falstaff are available on a co-operative sponsorship basis. Dancer-Fitzgerald-Sample, New York, is the Falstaff agency.

U. S. Steel Corp. officially announced that it would sponsor a full-hour television program, to be known as *United States Steel Theatre* (B•T, May 4) starting in the fall on an alternate-week basis.

Negotiations are underway to obtain the services of the Theatre Guild as producers. Meanwhile the firm will discontinue its radio program on NBC Sundays for the past eight years, after the June 7 broadcast. All three networks, ABC-TV, CBS-TV and NBC-TV, are offering time periods to the U. S. Steel agency, BBDO, New York, an agency spokesman told B•T, but no decision had been reached last week.

Sherwin-Williams Paint Co., Cleveland (Kem-Tone), through Fuller & Smith & Ross, New York, is looking for a show and a network period, for a half-hour program on alternate weeks.

Sano Cigarette Sales Up Because of TV

AN INCREASE in sales for Sano cigarettes was noted as a result of the firm's sponsorship of *Martin Kane, Private Eye* (NBC-TV, Thursday, 10-10:30 p.m. EDT), L. A. Bantle, vice president of U.S. Tobacco Co., makers of Sano, told company sales representatives.

Mr. Bantle said: "The full facilities of our company have been put behind Sano cigarettes in advertising and sales promotion which have made thousands of additional smokers acquainted with Sano cigarettes, resulting in more sales to these new people."

NBC-TV SERIES SOLD IN 26 MKTS.

NBC-TV's *'Victory at Sea'* series, which concluded a cycle on the network May 3, has been sold in 26 markets since it became available for syndication, John B. Cron, national sales manager for the NBC Film Div. announced last week.

The 26-part filmed series, which won a Peabody Award, will be re-run by NBC's owned and operated stations as well as carried by other outlets, starting in most cases in the fall, according to Mr. Cron. He pointed out that KTYL-TV Mesa, Ariz., will begin the series next month, under sponsorship of Richfield Oil Co.

Other recent sales by the NBC Film Div. include those of the *'Douglas Fairbanks Presents'* series, currently in 71 markets, to Kenyon & Eckhardt for sponsorship by the National Brewing Co. on WTOP-TV Washington; to the Walker & Downing Agency for sponsorship by Duquesne Brewing Co. and to WDAY-TV Fargo, N. D.

Mr. Cron also reported that both *'Hopalong Cassidy'* and *'Dangerous Assignment'* currently are presented in 110 markets

UTP Stock Footage Available for Sale

A COMPLETE library of stock shot footage will be made available to television stations for outright sale, United Television Programs announced last week in disclosing plans for marketing the UTP "Five Foot Film Shelf."

A UTP spokesman said the library consists of five reels and encompasses more than 50 categories. He said the library would be sold for $200 to $400, depending on the size of the market, and said this is the first time a complete library of stock shot footage had been offered to TV stations for outright sale.

The library was compiled and edited by Elbert Kapit of General Film Productions, New York.

TAP Charges Fraud, Sues Fairbanks, NBC

FRAUD, conspiracy to defraud and breach of contract are charged in a $500,000 damage suit filed Monday in Los Angeles Superior Court against Jerry Fairbanks Inc., the producer individually and NBC by Television Arts Productions Inc. of Berkeley, Calif., over the TV filmed five-minute *Crusader Rabbit* cartoon series. Suit also asks a temporary injunction and restraining order to prevent NBC from carrying out a court sanctioned foreclosure on the programs and their disposal at public sale.

The complaint alleges that J. T. Ward and A. H. Anderson Jr., owners of TAP, in August 1950 entered into an arrangement with Fairbanks for him to produce the series. NBC, according to the suit, subsequently made a deal with the Hollywood producer under which it acquired title to the series, but in February 1952 sold the property back to him for $175,000 chattel mortgage. After he defaulted on payments, NBC recently foreclosed and obtained a court order to dispose of the cartoons by public sale.

NBC did not name TAP a defendant in its suit against Fairbanks, the complaint states, and the only knowledge the Berkeley firm had of the network's obtaining the decree of foreclosure was from news stories.

CBS-TV Film Sales Announces Expansion

AS PART of an overall expansion program, CBS Television Film Sales is enlarging its New York office and opening new offices in Dallas and San Francisco, it was announced last week by General Sales Manager Wilbur S. Edwards.

Announcement also was made that the southern office of CBS-TV Film Sales and CBS-TV Spot Sales, along with CBS Radio Sales, will move today (Monday) from Memphis to temporary headquarters in Atlanta at 31 Third St., N.E. After Dec. 1, it was said, permanent headquarters for the three units will be established in Atlanta at 800 Peachtree St. H. H. Holtshouser, who has been functioning as manager for both Television Spot Sales and Film Sales, will serve in the former capacity only and a new Film Sales Manager will be named shortly. H. W. Maier Jr. heads CBS Radio Spot Sales office in the southern region.

To assist in expanded Film Sales activities, Mr. Edwards announced, Charles (Chuck) Reeves, account executive in the Chicago office of CBS-TV Film Sales, has been transferred to New York headquarters. He also announced the appointments of Carter Ringlep, of KMBC Kansas City, to head the Dallas office and Glenn Ticer, of KCBS San Francisco, to head the San Francisco office of the unit.

WHP-TV Harrisburg, Pa., signs up for Consolidated Television Sales' Station Starter Plan. A.K. Redmond, WHP-TV general manager pens the contract as program director Richard Redmond looks on.

Film Sales

Five Star Productions Inc., Hollywood, is preparing TV film commercials for the American Brewing Co. (Regal Beer), through Walker Saussy Adv., both New Orleans, and Loma Linda Food Co., Arlington, Calif. (Ruskets), through Elwood J. Robinson & Co., Los Angeles.

Production

Interstate Television Corp., Hollywood, is producing "General Delivery," a half-hour film starring Ethel Barrymore, for inclusion in the "Ethel Barrymore Theatre" television series. William Calihan Jr. is producer and Lewis Allen is the director.

•

Frank Wisbar Productions, Hollywood, is producing "The Man from Comstock" and "The Uncrossed River," two half-hour films for NBC-TV's "Fireside Theatre." Both films star Bruce Bennett.

Random Shots

Edward Beloin, producer of NBC-TV's "My Hero" television film series, sponsored by Philip Morris Co. for Dunhill cigarettes, has been advised to delete from all scripts the words "cool" and "lucky."

NBC Film Div. Adds Syndication Tasks

EXPANSION of the NBC Film Div. into a syndication service for feature films was announced last week by Robert W. Sarnoff, vice president in charge of the division.

Mr. Sarnoff noted that since its formation as an NBC operating unit three months ago, the film division had concentrated on sales and distribution of film series, such as *Victory at Sea, Douglas Fairbanks Presents, The Visitor, Dangerous Assignment,* and *Hopalong Cassidy.* Feature films, he added, will round out the division's products.

Negotiations are currently underway, Mr. Sarnoff said, for the acquisition of two packages of 13 feature films, which will be first run for TV. He said they will be distributed to local stations and regional advertisers.

The Houston-Fearless Corp., Los Angeles, has designed a new 16 mm film processor for TV stations which develops, fixes, washes, dries and reels 16 mm film ready for showing at the rate of 20 to 40 feet per minute. Up to 1,000 feet of film can be loaded in one of the magazines. An automatic refrigeration unit maintains solution temperatures so that the machine is always ready for use. Light-tight hoods over the first three processing tanks permit the machine to be operated in ordinary light, according to the company. Model number of the new processor is 16R40.

Film People

Lloyd Lind, head of Interstate Television Corp.'s department, has been elected vice president in charge of sales. His headquarters will be in New York.

•

Wayman A. Robertson, veteran of motion pictures and broadcasting, has been appointed chief sound engineer for Kling Studios Inc., Chicago, Fred A. Niles, vice president of Kling's television and motion picture division, announced. During the last 20 years Mr. Robertson was associated with Paramount Pictures and previously was with NBC. Last year he toured the country filming Adlai Stevenson's principal campaign speeches for TV.

•

Marshall G. H. Lewis, formerly with Pep Boys, has been named director of advertising and public relations for Louis W. Kellman Productions, Philadelphia, a division of News Reel Laboratory (Television and business films).

•

Dr. A. W. Tueman, president of the U. of New Brunswick, and former member of the board of governors of the Canadian Broadcasting Corp., has been appointed director of the Canadian government's National Film Board, Ottawa, at $15,000 a year.

•

Ted Post, under a non-exclusive contract to Meridian Pictures, Hollywood, as director on CBS-TV's "Schlitz Playhouse of Stars," has signed a non-exclusive contract with Screen Gems Inc., Hollywood, for probably assignment on "The Law Strikes Back" and NBC-TV's "Ford Theatre," both half-hour film series. Screen Gems is a subsidiary of Columbia Pictures Corp.

•

David D. Osborn, public relations director of Transfilm Inc., New York, elected vice president of the National Visual Presentation Assn.

•

J. Arthur West, independent film writer and consultant, joins Fletcher Smith Studios, New York, in an executive capacity.

PROMISE PROPER RATINGS FOR UHF

DANGER that the rating services may sell uhf short, pointed out by Humboldt J. Greig, president of WHUM-TV Reading (Ch. 61) in his talk at the May 21 workshop session of Radio & Television Executives Society, can and will be avoided, spokesmen for Hooper, Nielsen and Pulse told B • T last week.

Problem as outlined by Mr. Greig is that when vhf TV sets are converted for uhf reception, uhf signals may be brought into the receiver on any vhf channel not utilized in the area. Asked by an interviewer about TV watching, one person may say he is looking at Ch. 2, another at Ch. 5 and a third at Ch. 9, when all three are in reality watching Ch. 61, he said, each answer depending on how the individual set was converted.

C. E. Hooper said that his interviewers ask for both program and channel and so could soon overcome any initial confusion over uhf reception. His diaries, he said, are being altered to provide for listing of call letters as well as channel numbers in uhf areas. Sydney Roslow, director, Pulse Inc., told B • T that Pulse interviewers also ask for program identification as well as channel number and that, while it might be a difficult matter at first, uhf stations will receive proper audience credit in Pulse surveys. A Nielsen representative reported that the various uhf channels are properly identified on each receiver along with the vhf channels at the time the Audimeter is installed, so the record of the various stations dialed on that set can be decoded accurately, no matter where on the dial the uhf programs are tuned in.

TOP 10 AM SHOWS RATED BY PULSE

TOP 10 network radio programs for evening, Monday-Friday daytime and Saturday and Sunday daytime classifications for the March-April period, as compiled by Multi-Market Radiopulse, are as follows:

EVENING	Program Average Rating Mar. Apr.	Jan. Feb.
Amos 'n' Andy (CBS)	8.5	9.3
Jack Benny (CBS)	8.3	9.6
Lux Radio Theatre (CBS)	8.0	8.6
Bergen-McCarthy (CBS)	7.3	8.4
You Bet Your Life (NBC)	6.7	6.8
My Little Margie (CBS)	6.4	6.9
Bob Hawk (CBS)	6.2	6.6
Fibber McGee & Molly (NBC)	6.2	6.5
My Friend Irma (CBS)	6.2	6.5
Mr. & Mrs. North (CBS)	6.1	

DAYTIME MONDAY-FRIDAY	Program Average Rating Mar. Apr.	Jan. Feb.
Arthur Godfrey (CBS)	7.7	7.6
Helen Trent (CBS)	7.3	7.1
Ma Perkins (CBS)	7.2	7.0
Road of Life (NBC)	7.0	6.9
Our Gal Sunday (CBS)	6.9	6.9
Wendy Warren (CBS)	6.9	6.7
Young Dr. Malone (CBS)	6.9	6.6
Aunt Jenny (CBS)	6.8	6.6
The Guiding Light (CBS)	6.7	6.6
Grand Slam (CBS)	6.6	
Perry Mason (CBS)	6.6	6.4

DAYTIME SATURDAY & SUNDAY	Mar. Apr.	Jan. Feb.
The Shadow (MBS)	4.9	4.6
Stars Over Hollywood (CBS)	4.5	4.6
Theatre of Today (CBS)	4.4	4.6
True Detective Mysteries (MBS)	4.3	4.4
City Hospital (CBS)	4.0	4.2
Give & Take (CBS)	4.0	3.8
Fun For All (CBS)	3.9	4.0
Godfrey's Roundtable (CBS)	3.7	
Grand Central Station (CBS)	3.7	
Counterspy (NBC)	3.6	3.9
Music With The Girls (CBS)	3.6	3.9
Under Arrest (MBS)	3.6	

*Weighted program average for 18 regular Pulse Markets.

Subscription TV Survey Taken By Purdue Panel

REPLY to a postcard survey by the Purdue U. opinion panel has indicated that 65% of some 23,000 viewers would pay $1 to see a championship fight on their TV receivers through means of subscription TV. The figure was released by H. H. Remmers, professor of psychology and education at Purdue. The survey was taken in the Chicago – Milwaukee area.

Prof. Remmers said that among fight fans, 76% indicated they would be willing to pay a fee if a "pay-as-you-see" TV system were in operation. Others indicated they would pay, not for fights, but for football games opera, good movies, drama and other program fare.

Census Funds Restored

FUNDS for Census of Business and Manufactures as well as for Census of Agriculture were restored to the commerce Dept. appropriation bill by the Senate Appropriations Committee late Wednesday. Committee voted $9,400,000 for business-manufacturers census (House allowed nothing) and $2,200,000 for farm census (House allowed nothing). No funds were voted, however, for proposed census of mining and transportation.

NARTB AM BOARD TO SEE NEW SET OF STANDARDS

A "MODERNIZED" Radio Standards of Practice will be submitted to the NARTB Radio Board when it meets in Washington June 17-19.

Aware of growing public and business resentment against "bait advertising" and similar practices, the NARTB Radio Standards of Practice Committee last week completed a revised version of the code at a New York meeting.

The revision process started last year. It is in charge of a committee headed by John F. Meagher, KYSM Mankato, Minn., newly elected to the NARTB board last winter. The present code was adopted in 1948.

While NARTB headquarters said the text of the revised code would not be made public prior to the board meeting, it was known that the committee had combed the document from creed to conclusion. Most of the changes are believed to be refinements based on the long-range policy of reviewing the code to keep it abreast of industry developments.

Members of the Radio Standards of Practice Committee, besides Chairman Meagher, who attended last week's meeting were Carleton D. Brown, WTVL Waterville, Me.; William B. McGrath, WHDH Boston; William D. Pabst, KFRC San Francisco; Walter E. Wagstaff, KIDO Boise, Idaho. Absent were Clyde W. Rembert, KRLD Dallas, and E. B. Vadeboncoeur, WSYR Syracuse.

The NARTB Television Code Review Board, which meets several times a year, will review TV code enforcement problems at a meeting to be held June 10 at Hot Springs, Va. John E. Fetzer, WKZO-TV Kalamazoo, Mich., will report to the NARTB TV Board as chairman of the code group. The TV Board will meet June 18 in Washington.

NARTB announced Tuesday that 27 stations have signed as TV Code subscribers within the last few weeks, bringing the number of station subscribers to 121. All four TV networks are subscribers.

The new code signatories are WAKR-TV Akron, Ohio; WBBM-TV Chicago; WEAU-TV Eau Claire, Wis.; WFBG-TV Altoona, Pa.; WFTL-TV Fort Lauderdale, Fla.; WFTV (TV) Duluth, Minn., WHIZ-TV Zanesville, Ohio; WMT-TV Cedar Rapids, Ia.; WNAM-TV Neenah, Wis.; WTRF-TV Wheeling, W. Va; WTVU (TV) Scranton, Pa.; Sparton Broadcasting Co., Cadillac, Mich.; KCEB (TV) Tulsa; KCJB-TV Minot, N. D.; KEYT Santa Barbara, Calif.; KGNC-TV Amarillo; KIMA-TV Yakima, Wash.; KKTV (TV) Colorado Springs; KLAS-TV Las Vegas, Nev.; KMJ-TV Fresno, Calif.; KMO-TV Tacoma, Wash.; KPIC (TV) Salem, Ore. KSBW-TV Salinas, Calif.; KTNT-TV Tacoma; KTXL-TV San Angelo, Tex.; KTYL-TV Mesa, Ariz.; KVTV Sioux City, Ia.

40 Meetings Planned For RTMA Convention

FORTY committee and section meetings have been scheduled by Radio-Television Mfrs. Assn. during the association's annual convention to be held June 15-18 in Chicago, according to James D. Secrest, RTMA executive vice president. The board will hold meetings June 17-18, with the latter session to be devoted to election of officers and installation of new directors.

Second RTMA Medal of Honor will be presented to Dr. W. R. G. Baker, vice president of General Electric Co. and director of the RTMA Engineering Dept. Dr. Baker will report on progress of color television in his capacity as chairman of National Television System Committee.

Arrangements for the convention are in charge of Leslie F. Muter, of Muter Co., and Charles M. Hofman, Raytheon Mfg. Co. A. D. Plamondon Jr., RTMA chairman and president, will submit his annual report at the annual membership meeting June 18. The Fred Waring Show cast will entertain June 18 at the industry dinner.

SCBA Elects Burke

FRANK BURKE Jr., general manager, KFVD Los Angeles, has been elected president of the Southern California Broadcasters Assn. He succeeds Calvin J. Smith, president and general manager, KFAC that city. Norman Ostby, vice president, KIJ Hollywood and Don Lee Broadcasting System, has been named the association's vice president, with Thelma Kirchner, general manager, KGFJ Hollywood, re-elected secretary-treasurer for a second term.

Newly elected to the board of directors is Gene DeYoung, president and general manager, KERO Bakersfield. William J. Beaton, general manager, KWKW Pasadena; Robert J. McAndrews, commercial manager, KBIG Avalon, and A.E. Joscelyn, CBS Hollywood director of operations, were re-elected for a second year, with Robert O. Reynolds, vice president and general manager, KMPC Hollywood, starting his seventh term as a board member.

COMMUNITY TV PLANS COME TO BOIL

NEW DEVELOPMENT in the community television field is due to break. Plans for programming and the selling of time by the closed circuit operators has progressed far enough to foretell that it will be the number one topic of conversation at the second annual convention of the National Community Television Assn. at New York's Park Sheraton Hotel June 8.

Reported ready to begin commercial closed circuit TV for communities which do not have their own television signals — and are too far away to receive larger city's signals — are the following: Television Cable Co., Oil City, Pa.; Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; Trans Video Corp., Pottsville, Pa.; and Potomac Valley Television Co., Cumberland, Md.

General approach by those who have acknowledged their plans for local programming — mostly films and kinescopes — are to originate programs for sale to local or national advertisers. Some also envisage live pickups of local events (civic meetings, ball games, etc.) and, later, studio presentations.

In the Oil City case, General Manager Ned Cogswell announced that the local programs would be fed on the third channel of its tri-channel system. It will continue to pick up and deliver to its 1,800 subscribers signals from WDTV Pittsburgh and WJAC-TV Johnstown, Pa.

In Florence, S. C., Community TV Systems, which already claims more than 1,000 customers, intends to set up an out-and-out closed circuit system. Florence is too far from any TV station to permit pickup and redistribution, Murray Borkon, Community TV president said. His aim is to build up a number of small, TV-less areas throughout the south, then sell them to advertisers as a package. Mr. Borkon was involved in the struggle to establish a community TV system in Asheville, N. C., but ran afoul of local broadcaster opposition (B • T, Dec. 29, 1952). He operates a regular fee-TV service in Waynesville, N. C.

Oliver S. Gramling, assistant general manager for radio-TV, The Associated Press, will be the principal speaker at the NCTA convention. A technical panel will be led by Dr. Frank G. Kear and an administrative panel by Martin F. Malarkey Jr., president of the organization. Equipment is scheduled to be displayed by RCA, DuMont, Jerrold Electronics, Spencer-Kennedy Labs., International Telemeter Corp., Entron Co., and Times Appliance Co.

TRADE ASSNS.

HUNT TV IDEAS, SCAAA TOLD

AGENCY executives as well as those of television stations must look for new commercial approaches to ward off criticism of TV, John Vrba, sales manager of KTTV (TV) Hollywood, told the Southern California Advertising Agencies Assn. at its annual meeting at Hotel Del Coronado, Coronado.

"The combination of sight and sound, plus newness of the medium, adds immeasurably to the problems of both agency and station executives," he stated.

Mr. Vrba said three ways a TV station can better service the agency are: (1) programming, through development of staff talent into "selling personalities"; (2) merchandising and promotion, to keep retailers, distributors and salesmen enthusiastic about the advertising campaign and also move the product, and (3) make-sense sales presentations, with facts and figures, for the agency executive and his client.

Stanley Spero, account executives, KMPC Hollywood, urged agency executives to use the experience and knowledge of station account executives and representatives whose "financial solvency depends upon their ability to understand and explain the medium."

Ralph Yambert, president, Yambert-Prochnow Inc., Beverly Hills, was elected SCAAA president. He succeeds Kai Jorgensen, executive vice president, Hixson & Jorgensen Inc., Los Angeles. Other new officers, all of Los Angeles, are Alfred A. Atherton, owner Atherton Adv. Agency, first vice president; Douglas R. Young, owner Taggart & Young Adv., second vice president, and Walter Tilds, co-owner, Tilds & Cantz Adv., Secretary-Treasurer.

NBA's 20th Meet Features Speakers

NEBRASKA Broadcasters Assn. held its 20th annual convention May 22 at Hastings, with KHAS Hastings acting as host to some 50 representatives of 28 state radio and TV stations.

Scheduled speakers at the meeting included former U.S. Sen. Fred Seaton, part-owner of KHAS and KGGF Coffeyville, Kan., and of a chain of several Midwest newspapers; Wendell Harding, state civil defense director; James Olson, superintendent of Nebraska Historical Society; Robert K. Richards, NARTB administrative vice president; George Round, U. of Nebraska public relations director, and Virgil Sharpe, program director of KOWH Omaha, who was to have talked on "Nebraska Network" activity.

NBA claims to be one of the oldest state broadcasters associations in the nation, with 100% membership by all state radio and TV outlets.

GOVERNMENT

FCC APPROVES $8.5 MILLION WPTZ (TV) SALE TO WESTINGHOUSE

LARGEST single station sale in history was approved by FCC last week as the Commission authorized Philco Corp. to sell pioneer WPTZ (TV) Philadelphia to Westinghouse Radio Stations Inc. for $8.5 million (B•T, March 30, Feb. 23).

Comr. Paul A. Walker dissented, favoring a request for more information. Comr. Frieda B. Hennock concurred in the grant, but recalled an earlier FCC decision involving Westinghouse's WOWO Fort Wayne, Ind., in which she wished to explore anti-trust issues.

Breakdown of the consideration shows that physical assets (land and equipment) are sold for $2 million; goodwill, $1.5 million, and NBC-TV affiliation contract, $5 million.

Earlier top price for a going TV operation was the $6 million paid by CBS to American Broadcasting-Paramount Theatres for WBKB (TV) Chicago, now WBBM-TV.

Acquisition of WPTZ gives Westinghouse its second TV station. It is the licensee of WBZ-TV Boston, which began operation in 1948. Philco has no other commercial broadcast stations.

WPTZ started operating experimentally in 1932 and was the third commercial TV station in the U. S. when FCC gave it a permit in 1941. WPTZ operates on vhf Ch. 3 with effective radiated power of 16 kw visual and 8 kw aural. Class A one-hour, one-time rate is $1,500. Representative is NBC Spot Sales.

WPTZ, it is understood, grossed nearly $4 million and showed a profit of almost $2 million in 1952. Westinghouse told FCC in the transfer application that it expects future operation of WPTZ to total $2,090,000 with gross revenue of $3,850,000.

For the last five years, WBS has had a working arrangement with WPTZ that virtually amounted to first refusal rights in the purchase of the TV outlet. Westinghouse's 50-kw clear channel KYW (on 1060 kc) and the Philco TV station have cooperated in their operations through the use of similar background identifying announcements. KYW also is an NBC affiliate. Eventual integration of the two outlets is expected, but no changes in the WPTZ staff and operating policies are to be made at this time, FCC advised.

Westinghouse owns and operates KDKA-AM-FM Pittsburgh; KEX-AM-FM Portland, Ore.; WBZ-AM-FM-TV Boston; WBZA-AM-FM Springfield, Mass; WOWO-AM-FM Fort Wayne, Ind.; and KYW-AM-FM Philadelphia. WBS is TV applicant at Pittsburgh for vhf Ch. 11 in competition with WJAS and WWSW there. At Portland, WBS seeks vhf Ch. 8 in competition with North Pacific Television Inc. and Portland Television.

RULE 1(d) BILL CLEARS HURDLE

SEN. Edwin C. Johnson's (D-Colo.) Interstate and Foreign Commerce subcommittee last week approved unanimously the senator's bill (S 1396) which would permit baseball to reinstate its former rule 1 (d).

Sen. Johnson said he expected the full committee, which now must consider the bill, would take up the measure soon.

Before its repeal in 1951, the rule prohibited broadcast or telecast of major or minor league games within a 50-mile territory around the "home" game's ball park. Hearings by the Johnson subcommittee ended May 12. The senator then said he anticipated the bill's clear passage in the Senate (B•T, May 18).

If the full committee and the Senate approve the legislation, the measure then will go to the House where hearings most likely will be held.

Three New AM CPs Granted by FCC

THREE new daytime standard stations were approved by FCC last week and applications in two other cases were set for hearing. New grants are:

Millville, N.J. – Union Lake Broadcasters, 1 kw daytime on 1440 kc directional.

Hodgenville, Ky. – Lincoln Memorial Bcstg. Co., 1 kw daytime on 1320 kc.

Perry, Fla. – Palatka Bcstg. Co. (WWPF Palatka), 250 w daytime on 1220 kc.

FCC set for hearing the competitive bids of South Plains Broadcasters, Slaton, Tex., and KDUB-TV Lubbock, Tex., both seeking 500 w daytime on 970 kc. WGGA Cedartown, Ga.'s, bid for change from 250 w fulltime on 1340 kc to 1 kw daytime on 980 kc also was set for hearing, with WKLF Clanton, Ala., made party.

New AM station bid for 500 w daytime on 1390 kc at Neosho, Mo., was filed by Ozarks Playground Broadcasters.

Principals in the Union Lake grant for Millville, N. J., include John C. Price, 40%, Washington, D. C., sales engineer for Gates Radio Co.; George Gautney, 10% Washington consulting engineer; Harry J. Daly, 10%, Washington attorney, and John H. Norris, 40%, manager of WGCB Red Lion, Pa.

FCC REPORTS 'SILENCE' ON NEW ALLOCATIONS BIDS

PROSPECTIVE telecasters are "strangely silent" about plans to petition for changes in channel allocations, FCC spokesmen observed last week on the eve of the June 2 "deadline" for such requests. Tuesday marks the end of the one-year ban on filing of requests for allocation revisions and the Commission, beginning Wednesday, will accept such requests for consideration

Tuesday marks the first anniversary of the date on which the Sixth Report and Order legally took effect. Issued April 14, 1952, and taking effect last June 2, the Sixth Report constituted the final TV reallocation plan and ended the 3½-year "freeze" on new TV station construction. To provide stability in initial TV processing, the Sixth Report contained a "one-year rule" forbidding consideration of requests for allocation amendments, with certain exceptions.

Beginning Wednesday, FCC can consider petitions:

(1) To change a channel from "reserved for education" to "commercial," or from commercial to reserved status.

(2) To add a new TV channel to any city, whether it presently has channels allocated to it or not.

(3) To remove a channel from any city and assign it to another city.

(4) To substitute or swap channels among cities, vhf or uhf.

(5) To request a change in the minimum mileage separation required between a channel in one city and a co-channel or adjacent channel in another city.

(6) To change the character of an operating educational station from noncommercial to commercial. The educator, however, would have to face possible competition in its bid for a commercial license.

Each petition for an allocation change will be considered separately, FCC has pointed out. The Commission emphasized the case-by-case approach a fortnight ago in a special pronouncement to stem general false belief in some quarters that June 2 was a deadline for acceptance of noncommercial, educational applications or that after June 2 all educational reservations would end. FCC pointed out that the reservations continue indefinitely and an appropriate rule-making proceeding must be instituted in each case where the removal of a reservation is sought (B•T, May 18).

WGGG Gainesville, Fla., is the only station believed to be on public record to date planning to request that FCC remove and educational reservation. WGGG has advised the state legislature it will seek commercial use of reserved Ch. 5 there (B•T, May 11).

A footnote to the Sixth Report also provides that "before a noncommercial educational station operating on a channel reserved for noncommercial use may apply for a license to permit it to operate commercially, it would be appropriate rule making proceedings be required to petition for a change in the character of the channel assignment involved. It will then have to file an application for a new license, in competition with any others who seek the channel.

CBS, ZENITH VIE FOR CHICAGO

OPPOSING requests for operation on Chicago's TV Ch. 2 were submitted last Wednesday to the FCC by CBS and Zenith Radio Corp. CBS asked for special temporary authority to operate WBBM-TV on Ch. 2 moving over from its present Ch. 4. Zenith asked for joint participation with CBS in the operation of a TV station on Ch. 2, or, in the alternative, that the Commission appoint an independent trustee to operate on Ch. 2 using the technical facilities of Zenith and the studio facilities and programs of CBS.

Both requests were in answer to the FCC's invitation to file recommendations on how Chicago's Ch. 4 could be vacated in order to free other moves involved in its Sixth Report and Order. Commission action came after the U. S. Court of Appeals in Washington stayed its order requiring CBS to move WBBM-TV from Ch. 4 to Ch. 2. Ruling was made on the request of Zenith, which appealed to the Court against the Commission's dismissal of its application for Ch. 2 without a hearing (B•T, May 25).

Since 1939, Zenith has been operating experimentally on Ch. 2 in Chicago. CBS bought the Ch. 4 facilities of WBKB when the Commission approved the merger of ABC and United Paramount Theatres. It paid $6 million for the station.

CBS maintained in its request to be given temporary permission to move over to Ch. 2 that the Court – which had listed various alternatives for the Commission to take if it desired to free Ch. 4 without waiting for a decision on the Zenith appeal – did not mean to require the Commission to make the move.

Zenith claimed that the Court's order was a mandate that the Commission take one of the four steps permitted. It also disclosed that CBS turned down a suggestion that the two companies confer regarding joint operation.

COMMENT ASKED ON FCC RULES

IN LINE with his testimony May 18 before the Senate Interstate & Foreign Commerce Committee, FCC Chairman Rosel H. Hyde last week submitted drafts of proposed TV rules changed to the Federal Communications Bar Assn. for cooperative consideration of solutions to the hearing bottleneck (B•T, May 25).

Chairman Hyde on Monday afternoon sent the drafts to the FCBA Committee on Practice and Procedure, under the chairmanship of William C. Koplovitz, which began prompt study of the proposals the next day. On Thursday, the FCBA group was to meet with a committee of FCC representatives to continue joint attack on the hearing problems.

Four specific matters are under review. They are: (1) Elimination of excessively long hearing records, possibly through partial written presentation and limited oral examination where possible; (2) reduction of interlocutory appeals to the Commission from hearing examiners' rulings, a practice which frequently has delayed hearings for lengthy periods; (3) establishment of a cut-off date on amendments to applications in hearing, and (4) rules to facilitate mergers or consolidations of competitive applicants to reduce channel conflicts.

Serving with Mr. Koplovitz on the FCBA committee are Henry G. Fischer, Thad Brown Jr. (NARTB), W. Theodore Pierson, James A. McKenna Jr. and Jeremiah Courtney. The FCC committee, under the supervision of Chairman Hyde, is composed of Joseph M. Kittner, assistant chief of the Broadcast Bureau; Frederick W. Ford, chief of the Hearing Division; Arthur Scheiner, chief of the Rules & Standards Division and Hearing Examiner Fanney N. Litvin.

6 FMs Go Off Air, 3 Crosley Outlets

SIX FM licenses were turned back to FCC last week, bringing to 23 the total reduction since the first of the year. Now outstanding are 560 FM licenses.

Most significant of the deletions were those canceling three Crosley Broadcasting Corp. outlets: WLWH (FM) Cincinnati, WLWB (FM) Dayton and WLWF (FM) Columbus, all Ohio.

Crosley told the Commission that "without any derogation to the concept of FM broadcasting, we do not feel that money expended in FM service is commensurate with benefits to the public..."

Also newly off the air is WCAE-FM Pittsburgh, owned by Hearst Corp. It gave no reason for the action.

FCC GRANTS SHARE-TIME OPERATION FOR KOY, KOOL PHOENIX ON CH. 10

SHARE-TIME stations on vhf Ch. 10 at Phoenix, Ariz., were granted by FCC last week to KOY and KOOL there, former competitors for the channel who worked out the share-time plan just a fortnight ago (B•T, May 25).

Joint studio and transmitter facilities are planned for the share-time stations, but separate staffs and operations will be maintained, FCC was told. The two stations will alternate weekly in airing daytime and night programs. The grants specify effective radiated power of 316 kw visual and 160 kw aural with antenna height above average terrain 1,270 ft. Site is 840 North Central Ave. Phoenix.

Comr. Frieda B. Hennock dissented in the share-time grants on the basis that "serious questions of possible undue concentration of ownership and control of broadcasting facilities in the major cities of a single state (Arizona) ... require further inquiry on our part." She noted that Gene Autry and associates, who own 95% of KOOL, also control KOPO-AM-TV Tucson and KNOG Nogales while the principals in KOY also have interests in KYMA Yuma and KTUC Tucson.

In other TV actions, FCC granted permit for uhf Ch. 27 at Stamford, Conn., to Stamford-Norwalk TV Corp. with ERP of 19.5 kw visual and 11 kw aural and antenna 240 ft. Principals include President Prentiss M. Brown (42.5%), attorney and board chairman, Detroit Edison Co.; Vice President Vincent M. Gaughan (15%), attorney, secretary-treasurer and one-third owner of WBES-TV Buffalo, and Wendell Lund (42.5%), Washington attorney.

Competitive bids of Lorain Journal Co. and WEOL Elyria-Lorain for uhf Ch. 31 at Lorain, Ohio, were designated for comparative hearing in Washington June 26.

FCC extended to June 15 its deadline for comments on proposal to add vhf Ch. 5 to Glenville, W. Va., and turned down Lawrence A. Harvey's bid for the assignment of uhf Ch. 58 to Beverly Hills, Calif.

WORD Asks Review Of TV Protest Denial

CHARGING a TV grant to a competitor did not change its status as an interested party, WORD Spartanburg, S. C., petitioned FCC last week to reconsider a 4—to—3 ruling which denied WORD's protest and found that no overlap of Grade A contours would occur between new WIS-TV Columbia, S. C., on vhf Ch. 10 and a proposed Ch. 7 station under common ownership at Spartanburg (B•T, May 18). WORD seeks Ch. 7 in competition with WSPA there, whose licensee is majority owner of WIS-TV.

WORD told the Commission that since its rights were not changed by the grant, it is entitled to require Broadcasting Co. of the South, WSPA licensee and 81% owner of WIS-TV, to elect which of three applications it wishes to prosecute: Ch. 10 at Columbia, Ch. 7 at Spartanburg, or Ch. 9 at Charlotte, N. C., where it owns WIST. WORD contends overlap among the outlets would violate FCC's multiple ownership rules. WORD also asks FCC for conditional grant of its Ch. 7 bid pending outcome of the litigation.

Gadsden TV Permit Returned to FCC

CONSTRUCTION permit for uhf Ch. 21 at Gadsden, Ala., was returned to FCC last week by sole owner Jacob A. Newborn Jr., making the fourth permit that has been surrendered since lifting of the TV freeze last year and resumption of TV processing. Mr. Newborn told the Commission he did not wish to continue construction of WTVS (TV) because program sources and advertising has failed to materialize. WTVS was the only TV grant to Gadsden, a city of 55,725 persons (1950 pop.). Earlier permits returned to FCC were all for Texas (B•T, May 25) and included KGKL's CP for vhf Ch. 3 at San Angelo, Tom Potter's permit for uhf Ch. 24 at Austin and Permian Basin TV Co.'s permit for vhf for Ch. 2 at Midland.

KTRH Order Reversed

DENIAL of the KTRH Houston bid to modify its daytime directional antenna system was set aside by FCC Tuesday and the request was consolidated for further hearing with Texas Star Broadcasting Co., application for a new Dallas outlet on the same frequency—740 kc. KTRH broadcasts on 50 kw unlimited with directional antenna. Texas Star seeks nighttime power of 5 kw, daytime 10 kw using directional array full time.

Texas Star, partly owned by Mayor Roy Hofheinz of Houston, had its application granted in January, 1950, after a hearing with KTRH. Democrat Printing Co. (KSEO Durant, Okla.) fought the grant up to the District of Columbia Circuit Court of Appeals, which reversed FCC's action last June and remanded the matter to it for further proceedings.

'DOUBLE-EXPOSURE' PLAN CLARIFIED

TAKING issue with criticism of the "double exposure" plan he announced in mid-May (B•T May 18), James M. Gaines, General Teleradio vice president in charge of WOR-AM-TV New York, said last week that the purpose of the plan had been misinterpreted.

"Double exposure" contemplates the re-running by WOR-TV of film programs originally shown on other New York television stations, at no cost to the advertisers.

Mr. Gaines said last week that the plan was designed "with two simple and aboveboard aims in mind. First, WOR-TV seeks to make substantial improvement in its program service to viewers, and the re-presentation of outstanding shows on different evenings at different times will accomplish this. Second, WOR-TV seeks to make television program investments more productive-per-dollar for advertisers, and the plan of waiving time charges will accomplish this."

Mr. Gaines said that the procedure of a network or station absorbing time costs because of values received in program quality was well established in both radio and television. "Every time a $30,000 half-hour is sold for, say, $20,000, with losses recovered in time charges, a clear parallel to the 'double exposure' plan has been witnessed," he said.

"The main difference," he said, "is that WOR-TV is here putting all its cards face-up on the table. Without subterfuge or deceit, we offer qualified advertisers an opportunity to reach added viewers economically, because we thereby bring our own viewers added entertainment values on this channel."

Topmiller WCKY V.P.

CHARLES H. TOPMILLER, WCKY Cincinnati station manager since 1947, has been named executive vice president effective June 1, L. B. Wilson, president-general manager, said last week.

Mr. Topmiller, who joined WCKY in 1930 as a transmitter engineer, became chief engineer in 1933 and supervised WCKY's increase from 5 kw parttime to 10 kw full-time and later to its present 50 kw. During 1941-45 he served with OWI's Overseas Branch as chief engineer of the radio section of Psychological Warfare Div., both in the Mediterranean and South Pacific war theatres

NEW OUTLETS FALL BEHIND ON PLANS FOR BEGINNING

LESS than a fortnight ago, nine television station grantees were hopeful of beginning commercial programming on or before June 1. Most of them didn't make it.

WSUN-TV St. Petersburg, Fla., was to have started programming yesterday (Sunday), and KSWS-TV Roswell, N. M., WDAY-TV Fargo, N. D., and WMTV (TV) Madison, Wis., were "probably" going to begin today.

Assuming WSUN-TV got its programming underway yesterday, the number of operating commercial stations in the U.S. stands at 173. This is the same total which was reported last week (B • T, May 25) because KVOS-TV Bellingham, Wash., which was counted on the air May 15, did not make that date and now expects to begin Wednesday (June 3).

There are 33 vhf and 32 uhf stations commercially operating, a total of 65 post-thaw commercial outlets. One noncommercial education station raises the post-thaw stations-on-the-air total to 66. There were 108 stations operating when the four-year television freeze was lifted, all vhf.

At B • T's presstime, the status of grantees planning operation within the next two weeks was this:

ON THE AIR: WSUN-TV St. Petersburg-Tampa-Clearwater, Fla., Ch. 38. TODAY (Monday): KSWS-TV Roswell, N. M., Ch. 8; WDAY-TV Fargo, N. D., Ch. 6, and WMTV (TV) Madison, Wis., Ch. 33. JUNE 2: WFTV (TV) Duluth, Minn., Ch. 38. JUNE 3: KVOS-TV Bellingham, Wash., Ch. 12.

JUNE 7: WGBI-TV Scranton, Pa., Ch. 22. EARLY JUNE: KIDO-TV Boise, Idaho, Ch. 7. JUNE 1-15: WFAM-TV Lafayette, Ind., Ch. 59.

JUNE 15: KROC-TV Rochester, Minn., Ch. 7; KFOR-TV Lincoln, Neb., Ch. 10; and KAFY-TV Bakersfield, Calif., Ch. 29. JUNE 20: WROM-TV Rome (Ga.) – Chattanooga (Tenn.), Ch. 9.

JUNE 21: WKOW-TV Madison, Wis., Ch. 27. JUNE 15-JULY 1: KCTY-(TV) Kansas City, Mo., Ch. 25; KMJ-TV Fresno, Calif., Ch. 24; KTVH (TV) Hutchison-Wichita, Kan., Ch. 12; WNOK-TV Columbia, S. C., Ch. 67; WTPA (TV) Harrisburg, Pa., Ch. 71, and WTVH-TV Peoria, Ill., Ch. 19.

JULY 1: KRDO-TV Colorado Springs, Colo., Ch. 13; WAKR-TV Akron, Ohio, Ch. 49, and WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), Ch. 54. JULY 15: WATR-TV Waterbury, Conn., Ch. 53. LATE JULY: KFEQ-TV St. Joseph, Mo., Ch. 2, and WNAO-TV Raleigh, N. C., Ch. 28. INDEFINITE: WGLV (TV) Easton, Pa., Ch. 57, and WCSC-TV Charleston, S. C., Ch. 5. (Vhf channels: 2 to 13. Uhf channels: 14 to 83.)

• Greater Rockford Television Inc., which holds a CP for vhf Ch. 13 in Rockford, Ill., reports it is swinging into immediate action to get the station on the air in the least possible time. Although no definite target date for commercial operation has been set, the board of directors appointed Soren H. Munkhof general manager, and instructed President Lou E. Caster to "get the station on the air as soon as possible."

Mr. Munkhof was program director of WOW-TV Omaha, but left after the first of this year to work as a station planning consultant. Mr. Caster is a nationally-known figure in the baking industry. He went into business in 1920 and became president of the Keig-Stevens Baking Co., a position he still holds. In 1930 he was elected president of Rainbo Bread, Aurora, and Rainbo Baking Co., Joliet, and in 1951 was elected chairman of the board of the two firms. Mr. Caster was president of the American Institute of Baking from 1942 to 1950 and now is chairman of the board. He has been a member of the board of governors of the American Bakers Assn. since 1936 and on the executive committee since 1941.

• KAFY-TV Bakersfield, Calif., uhf Ch. 29, is making good progress, reports Sheldon Anderson, owner. He said KAFY-TV will be affiliated with all four networks. Target date is June 15.

KCOK-TV, uhf Ch. 27, to be located east of Fresno, Calif., also is owned by Mr. Anderson who said construction will start immediately after KAFY-TV is on the air. It will be a DuMont affiliate with studios in Fresno. The two stations, according to Mr. Anderson, will be sold as the Cal-Central Network, and will cover Merced, Madera, Fresno, King, Tulare and Kern counties in the San Joaquin Valley. Forjoe & Co. represents both stations.

• RCA Victor, Camden, N. J., has sent WOC-TV Davenport, Iowa, a 25 kw amplifier, one of the largest TV broadcast transmitter units ever supplied by RCA for commercial use. The new amplifier will enable WOC-TV to increase its effective radiated power from 22.9 kw to 100 kw visual when the station moves from vhf Ch. 5 to vhf Ch. 6. The WOC-TV shipment weighed 7,500 pounds, RCA reported.

• Two western TV stations have purchased the 1 kw uhf and 10 kw vhf transmitters exhibited by RCA at the NARTB Convention in Los Angeles.

KUSC-TV Los Angeles, noncommercial education outlet on uhf Ch. 28, the first educational station to receive RCA equipment, will install the 1 kw uhf transmitter at its Mount Wilson transmitter site. KUSC-TV, underwritten by the Allen Hancock Foundation, will receive an RCA uhf antenna in a few weeks.

KFEL-TV Denver, Colo., vhf Ch. 2, bought a 10 kw vhf transmitter to replace the interim equipment it has used since the nation's first post-thaw station went on the air last July.

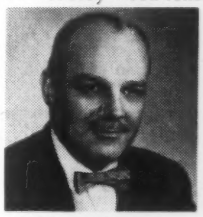
• KONA-TV Honolulu, vhf Ch. 11, reports "enthusiastic" response from viewers "on all the (Hawaiian) islands." The station, airing a test pattern after increasing its power to 35 kw from 5 kw and adding a six-bay antenna, has not broadcast commercial programming since March 11 pending FCC approval of new ownership by KGU (*The Honolulu Advertiser* is licensee) and KPOA Honolulu.

• KMJ-TV Fresno, Calif., uhf Ch. 24, started its test pattern transmission May 26. Fresno's first TV station expects to begin regular programming between June 15 and July 1.

• KELO-TV Sioux Falls, S. D., vhf Ch. 11, began programming 7 p.m. May 19, broadcasting with an effective radiated power of 57.5 kw visual from its 580-foot tower southeast of Sioux Falls, the station reported. KELO-TV claims to be the first midwest TV station to broadcast from an RCA 12-bay antenna. The NBC-TV affiliate, which also carries CBS-TV and ABC-TV programs, reports it covers South Dakota, Minnesota, Iowa and Nebraska, which KELO-TV reports has a population of 744,000 in the primary and secondary coverage area.

Robinson Appointed Crosley Atlanta Head

WILLIAM P. ROBINSON will be president of Crosley Broadcasting of Atlanta Inc., it was announced last week by James D. Shouse, chairman of the Atlanta board, and Robert E. Dunville, chairman of the board's executive committee. The organization he heads operates WLWA (TV) there, the fourth TV outlet of Crosley Broadcasting Corp. of Cincinnati.



Mr. Robinson has been in broadcasting since 1928, and has held positions at WWVA Wheeling, W. Va.; WCLO Janesville, Wis., WLAP Lexington, Ky., and KWBG Hutchinson, Kans. He joined the sales staff of Crosley Broadcasting in 1938, working in the New York and Chicago offices, and was named programming vice president for WLW Cincinnati in 1947.

Crosley purchased the Georgia TV outlet last winter, and Mr. Robinson was sent there in March to head its operation. He also will serve as director for WLWA (TV). John T. Murphy, vice president of the Cincinnati company, also becomes vice president of the Atlanta operation.

WNBQ TV Ups Power To Add New Viewers

WNBQ (TV) Chicago, NBC o & o outlet, last Monday increased effective radiated power to "triple" its previous power of 23.25 kw visual and 12.29 kw aural, according to Howard Luttgens, NBC Chicago technical operations manager. According to FCC, WNBQ (TV) holds special temporary authority from May 13-Nov. 13 for ERP of 75 kw visual and 37.5 kw aural. The station's permit calls for a maximum ERP of 100 kw.

Mr. Luttgens said the power increase will aid fringe reception and add thousands of viewers. Alterations on the WNBQ transmitter atop the Kemper Insurance Bldg. have been taking place several weeks to accommodate the increased power, Mr. Luttgens said.

RADIO ON JOB DURING DISASTERS

THREE separate tornadoes last month—accompanied by death and disaster—have shown the nation what radio can do in public service and coverage.

The destruction began with a tornado in Hebron, Neb., on May 9, which wrecked two-thirds of the city, killed four and left $2 million damages. On May 11, Waco and San Angelo, Tex., received the brunt of the worst storm, with more than a hundred killed. Damage in Waco, the worst hit, was estimated at $25 million. On May 21, a third tornado struck the Port Huron, Mich.-Sarnia, Ont., area, killing five and damaging property exceeding $5 million.

In each case radio proved itself a public servant. KFAB Omaha, 150 miles away from Hebron, sent a mobile unit to the scene to air casualty reports, damage and emergency appeals for manpower equipment (B·T, May 18). For its help, KFAB was thanked by Hebron's Mayor Ralph Hawkins in a special letter.

Although much of radio's work in the Waco-San Angelo disaster has been told (B·T, May 18, 25), last week brought more reports on the assistance by KGKB Tyler, Tex., and a television station, KDUB-TV Lubbock, to the stricken area with food, money and supplies.

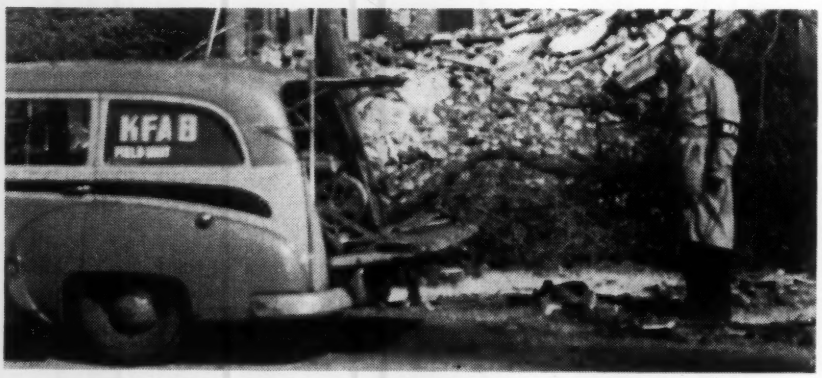
KGKB General Manager Marshall H. Pengra reports his station raised $4,400 for Waco in less than three days after one of its sponsors, Harvey Pontiac, ordered its commercials canceled and appeals for Waco funds broadcast instead. The money was sent in installments as rapidly as KGKB collected it.

KDUB-TV, one of the first post-freeze outlets to go on the air, telecast appeals for certain supplies needed in the stricken area with the result that enough supplies to load a truck, van and station wagon were shipped, including 152 flashlights.

In the most recent tornado, May 21 at Port Huron, Mich.-Sarnia, Ont., WTTH Port Huron received warnings of the storm on AP wires and broadcast them at noon, plus repeats and more reports at 4 p.m., 30 minutes before the storm struck. WTTH disc jockey Robin Busse is credited with saving many lives by describing the storm as it approached and giving instructions to listeners on what to do. Then the tornado hit, cutting WTTH off the air.

WTTH fed stories to AP, NBC, ABC and stations in Michigan via telephoned tape recordings made at the scene, and when power was restored later, went on the air for the rest of the night, working with law enforcement and civil defense workers and airing damages, casualties, power restoration and other information. WTTH also aired Red Cross information and the next day broadcast a half-hour interview with Gov. Mennen Williams on the disaster.

CHOK Sarnia also was put out of commission, but went on the air shortly after the storm struck with emergency power from the CHOK transmitter building outside the city. CHOK made public service announcements continuously during the evening after returning to the air.



KFAB Omaha mobile unit is shown as it visited scene of destruction wreaked by a tornado May 9 at Hebron, Neb.

WLWA (TV) Expansion

WLWA (TV) Atlanta, Ga., plans construction of a new transmitter and tower, William P. Robinson, Crosley Broadcasting Corp. of Atlanta Inc., has announced. The station has purchased ten acres to accommodate the proposed facilities. Operating hours have been extended to include early morning hours, and further increases are expected, Mr. Robinson said.

E. C. Dix Dies

E. C. DIX, 79, Ohio station owner and newspaper publisher, died May 14 at Miami Beach. He was president of the Republican Printing Co., which owns WWST Wooster, headed by son Raymond, and four newspapers. Survivors include five sons—Albert, Raymond, Gordon and Robert, each of whom published one of the newspapers—and Harland, a physician. Albert and Gordon Dix hold interest in WTRE Bellaire.

MORE NEW TALENT SIGNED BY ABC

CONTINUING its moves toward acquisition of new talent, ABC announced last week it has signed the Will Mastin Trio, featuring singer-comedian-dancer-mimic Sammy Davis Jr., to an exclusive long-term contract to appear on ABC radio and television.

ABC President Robert E. Kintner noted the network earlier had signed long-term contracts with comedian Joel Grey, George Jessel, Danny Thomas and Martin Block. As with these personalities, negotiation for the services of the Will Mastin Trio were conducted for ABC by Robert M. Weitman, vice president in charge of talent and programming.

The hubbub of talent activity at ABC began several weeks after the merger of ABC with United Paramount Theatres on Feb. 10, 1953, to form AB-PT, parent organization of ABC. Mr. Weitman is a veteran showman and was a vice president of United Paramount Theatres at the time of the merger.

Mr. Davis Jr. will be launched on a regular weekly half-hour program on ABC-TV and ABC radio in the fall, Mr. Weitman said.

1 AM, 3 TV Stations Affiliate with ABC

SIGNING of one radio and three TV station affiliates was announced May 22 by ABC, bringing its radio total to 364 and TV total to 116. TV stations are KVTV (TV) Sioux City, on vhf Ch. 9 and owned by Cowles Broadcasting Co. with Robert Tincher as general manager; WCSC-TV Charleston, S.C., on vhf Ch. 5 and owned by John M. Rivers, who also is general manager, and KSWS-TV Roswell, N.M., on vhf Ch. 8 and owned by John A. Barnett with J. C. Porter as general manager. WCSC-TV and KSWS-TV signings are effective today (Monday).

New radio affiliate is KLFY Lafayette, La., which joins ABC about Aug. 15. It is on 1420 kc with 1 kw day and 500 w nights. Station is owned by Camellia Broadcasting Co. with William Patton as general manager.

Kiermaier To Sales Post

APPOINTMENT of John W. Kiermaier as administrative sales manager for the NBC Film Div. was announced last week by Robert W. Sarnoff, vice president in charge of the division. Mr. Kiermaier, formerly assistant production manager for the division, has been working in sales administration for the past several months.

RADIO-TV NETWORKS READY FOR CORONATION COVERAGE

RADIO and television networks were busily completing last-minute preparations last week for the extensive coverage of the Coronation of Queen Elizabeth II of England tomorrow (Tuesday.)

Live coverage will be provided by all radio networks, which have sent teams of correspondents to London for on-the-spot reporting. Coverage will begin at 5:30 a.m. EDT and will continue at various time periods for a total of about three and a half hours or to conclusion. Sponsorship of the Coronation on ABC radio will be by Pepperell Mfg. Co., Boston; on CBS radio by Willys-Overland, and on NBC by General Motors.

NBC has assembled a staff of some 50 employes in London, including such commentators as Morgan Beatty, George Hicks, Henry Cassidy, Merrill Mueller, and Ray Henle, to handle radio and TV coverage. ABC radio will be represented by Mary Margaret McBride, Ted Malone, Frederick B. Opper, Blevins Davis, and Robert Sturdevent.

Mutual's coverage will be provided by Hazel Markel, Barbara Welles, and Davis Crippen. CBS' team of radio and television commentators and reporters will include Douglas Edwards, Edward R. Murrow, Walter Cronkite, Robert Trout, Richard C. Hottelet, Alexander Kendrick, and David Schoenbrun.

In the absence of trans-Atlantic television, TV coverage of the event on early morning network programs will consist of film clips, still photographs and the audio portion of the ceremonies. NBC-TV claimed last week that it would bring the first photographs of the event to the U. S. on Coronation Day on its early morning news and feature show, "*Today*" (Monday-Friday, 7-9 a.m. EDT and CDT), by use of a special news facsimile receiver called Mufax.

The machine, developed by Muirhead & Co. Ltd., Beckenham, England, is said to be capable of receiving photographs via trans-Atlantic radio-photo facilities in three to five minutes after they are taken. According to NBC-TV, the photographs will be flashed "almost instantaneously" on America's TV screens.

Both NBC-TV and CBS-TV have gone to considerable expense and effort to speed films of the event taken in London by their staffs and BBC to the U. S. They have chartered planes to be used as shuttling services and as "flying laboratories" to process both their own films and kinescopes of the actual Coronation rites, to which BBC was given exclusive rights. NBC-TV and CBS-TV will transmit these network programs from Boston, the nearest landing point from Europe. Depending on the time of arrival, these programs tentatively are scheduled to be presented tomorrow at 6 p.m. and again at 10:30 p.m. EDT. As in radio, General Motors will sponsor on NBC-TV and Willys-Overland on CBS-TV.

ABC-TV will present BBC films of of the Coronation tomorrow from 8-10:30 p.m. EDT. They will be transmitted by CBC from Toronto to Buffalo and by ABC-TV to New York where they will be placed on the network.

BBC commentators who will be heard on ABC-TV's telecast include Wynford Vaughn, Thomas Talbott, Duck Morton and John Snagge.

A spokesman at the DuMont TV Network said that no plans have been formulated for dxtensive film coverage of the Coronation tomorrow. It was pointed out that DuMont's efforts would only duplicate those of other networks. He added that it appeared film coverage was likely to be unsatisfactory because of "darkness and crowded conditions" at the Coronation itself.

The DuMont spokesman said that the network, in place of actual coverage of the Coronation had decided to present a "preview" of the religious phases as enacted at the Cathedral Church of St. John the Divine in New York. The telecast was to be carried over DuMont yesterday (Sunday), 7:30-9 p.m. EDT.

DuMont also plans to use newsreel film of the Coronation as soon as it is available.

The actual Coronation ceremonies inside Westminster Abbey will be broadcast and telecast only by BBC but recordings and films will be made available to all networks. The Coronation ceremonies will be described by BBC commentators Howard Marshall and John Snagge.

'Junior Omnibus' Set

NEW television series tentatively titled *Junior Omnibus* will be produced by the Ford Foundation's TV-Radio Workshop and will be on NBC-TV, 3:30–4 p.m. New York time, starting in September, (Closed Circuit, May 18).

Series is intended primarily for young people in the 8-16-year-old age group, according to Robert Saudek, director of the Workshop, and will be patterned after the Workshop's 90–minute *Omnibus* program. Mr. Saudek said the new program will be available for sponsorship by two advertisers.

Mr. Saudek added that *Omnibus* on CBS-TV will be telecast on Sunday afternoon, starting at 5 p.m. instead of 4:30 p.m., beginning in October.

CBS-TV Reports Sales

CBS-TV took occasion last week, coincident with NBC's TV affiliates meeting, to report four additional time sales and call attention to sales announced earlier in May when CBS-TV claimed to have taken the sales leadership among TV networks (B•T, May 11). At the same time CBS-TV claimed to have 28% more commercial hours than any other TV network.

The additional sales announcements related to contracts with American Oil Co. (B•T, May 18); General Mills; Commercial Solvents Corp. and Converted Rice (B•T, May 11).

CBS Names Lochridge

APPOINTMENT of Ben Lochridge, western advertising manager of Ideal Publishing Co., as sales manager of the Detroit office of CBS Radio, effective today (Monday), was announced last week by W. Eldon Hazard, CBS Radio sales manager.

KPTV TV Joins NBC

KPTV (TV) Portland, Ore., has signed fullterm basic affiliation contract with NBC. Herbert Mayer, president of Empire Coil Co., owner and operator of KPTV, signed for station; Harry Bannister, NBC vice president in charge of station relations, for network. KPTV, which went on air Sept. 18, 1952, was nation's first commercial uhf TV station.

CBS-TV Signs WHBQ-TV

SIGNING of WHBQ-TV Memphis as a primary, supplementary, interconnected affiliate of CBS-TV, effective Sept. 15, was announced last week by Herbert V. Akerberg, the network's vice president in charge of station relations. The contract brings CBS-TV's network list to 116 stations. WHBQ-TV, which will operate on Ch. 13, is owned by Harding College Inc. and John Cleghorn is general manager.

Pitt. - St. Louis Relay

NEW radio-relay system between Pittsburgh and St. Louis has been put into operation, providing initially four channels, two each way, in a second microwave route which augments the Pittsburgh-Chicago relay completed Sept. 1, 1950, AT&T announced Monday. Three eastbound channels from Dayton to Columbus also have been equipped for network TV transmission, replacing other facilities formerly used to provide network service in that area.

RADIO UNHURT BY TV--BONFIG

THE ADVENT of television, instead of eliminating the need for radios, has accelerated their use as impulse-purchase, small-unit items, with each member of the family having his own set in his own room, H. C. Bonfig, Zenith Radio Corp. vice president, said last Monday in a talk to the National Assn. of Electrical Distributors in Chicago.

Mr. Bonfig, differing with the prediction made by Brig. Gen. David Sarnoff, RCA Board Chairman, in his keynote speech at the recent NARTB convention that subscription wouldn't become popular, declared that pay-as-you-see TV would bring premium attractions into the home. Giving other reasons for favoring pay-see TV, he offered his audience prints of a 16 mm sound film telling the story of Zenith's Phonevision system.

Meanwhile, Rogan Jones, president of KVOS Bellingham, Wash., which is scheduled to put KVOS-TV on the air June 3-28 on a limited operation and begin full operation the latter date, strongly protested a previous speech on pay-see TV made by Mr. Bonfig to the Chicago Federated Advertising Club.

Protesting an alleged statement by Mr. Bonfig that "free" TV stations cannot operate profitably in markets under 100,000 (Bellingham has 350,000, said Mr. Jones), he said in a letter to the Zenith vice president: "If phonevision can't stand on its own feet without having to throw rocks at television, there is certainly something wrong somewhere."

TROPHIES for outstanding performance in service to TV set owners were awarded four managers of RCA Service Co. television branches by Frank M. Folsom (c), president, RCA. The "President's Cup" awards came after a nation-wide competition initiated to create prestige for the TV servicing industry and good-will for RCA Victor dealers. At presentation ceremonies are (l to r): E. C. Cahill, president, RCA Service Co.; Ernest A. Steinkraus, Auburn, N.Y. branch; Francis X. Diamond, Baltimore branch; W. L. Rothenberger, New York regional manager for RCA; Mr. Folsom; R. N. Baggs, general sales manager, RCA Service Co.; Robert C. Scully, Bridgeton, N. J., branch; Orrin Dunlap Jr., vice president in charge of advertising and publicity for RCA, and Stanley T. Burek, Kalamazoo, Mich., branch.

Philco Sales High

PHILCO Corp. sales during the 1953 first quarter totaled $129,058,000, largest for any quarter in company history, William Balderston, president, has reported. Earnings after Federal and state income taxes and accrual of excess profits taxes at the rate of 30% were $3,401,000 — 94 cents per share of common stock after preferred dividends, he said. Sales for the first 1952 quarter were $84,239,000 and net income, $2,341,000 — 64 cents per share.

Presto 8-Hour Tape

PRESTO Recording Corp. has announced development of a tape recording unit which carries eight hours of taped material. The reproducer, which utilizes the dual-track principle, is designed for use in the wired music field. The model, PB-17, has an automatic mechanism which reverses the tape at the end of the reel and plays back the adjoining track.

Color by '54 Seen If FCC Okays NTSC

COLOR television can become a TV merchandising factor by the fall of 1954 and start to develop fully by 1955, providing FCC approves the compatible system now being tested by the National Television System Committee, electrical distributors were told in Chicago last week.

The occasion was the 45th annual convention of the National Assn. of Electrical Distributors at the Conrad Hilton Hotel. The prediction was made by Dr. W. R. G. Baker, vice president in charge of electronics, General Electric Co., and head of NTSC and RTMA's own TV Committee.

Dr. Baker said NTSC should complete its technical work by September and plans to petition the FCC in October or early November for a hearing. He felt a ruling might be given by the Commission by next March. If favorable, he added, "some color programs would be available in key city markets shortly thereafter" and "color programs, out on the networks, might actually be available in local markets certainly by the middle of 1954."

Dr. Baker stressed that colorcasting will prove a supplementary service for years and perhaps never replace completely black and white TV. Color TV will comprise less than 1% of all sets sold next year and less than 20% in 1955, he said. Cost of color programming will pose a real economic problem, he conceded.

H. C. Bonfig, vice president, Zenith Radio Corp., claimed color television is "just around the corner." But Frank Friemann, president of Magnavox Co., felt color sets are at least two years away for home use. He estimated they would cost over $1,000. Dr. Baker predicted a color receiver will cost at least $800 and that monochrome sets will dominate the market for years.

ROESCH Announces Set With 3-D Effect

NEW TV receiver designed to give a 3-D effect, has been announced by D. J. Roesch Co., Los Angeles manufacturer. Equipped with a 27-inch tube and to retail at the $600 level, the receiver provides greater depth detail than has been possible, according to D.J. Roesch, president. The set also is equipped with complete remote control facilities.

Pointing out that the set, to be called Douglas Tri-D, attains only the illusion of depth, Mr. Roesch said "true third-dimension television, as in motion pictures, can only be achieved at present with double images and glasses."

New RCA Recorder

RCA VICTOR Div. will show a new portable tape recorder for the consumer in mid-June, W. W. Watts, vice president of the engineering products department, has announced. Mr. Watts said the machine will be available "at a price that will be competitive with other tape recorders on the market today." Details will be announced shortly, he said.

Like hard crabs go with beer

Low-cost results and W-I-T-H go together just like hard crabs go with beer. And how the local merchants do know it! *W-I-T-H regularly carries the advertising of twice as many of them as any station in town!*

Here's why: W-I-T-H delivers more-listeners-per-dollar than any other radio or TV station in Baltimore. And this BIG audience, at such LOW rates, produces *low-cost results!*

W-I-T-H can do it for you too. Get in on this *natural* combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

Advertisers

William F. Edwards, sales manager, Shavex Co., L. A. (electric shaver accessories), elected to vice-president in sales.

Rhona Lloyd appointed director of public relations, Fels & Co., Phila.

Agencies

Stephens Dietz, Ted Bates Inc., N. Y., to Hewitt, Ogilvy, Benson & Mather, same city, as vice president and group supervisor.

E. F. Hascall, Jr., executive vice president of Henri, Hurst & McDonald Inc., Chicago, named general manager.

John S. Williams, creative director on Super Suds account for Cunningham & Walsh, N. Y., named vice president.

George DePue, Jr., executive vice president, Robert W. Orr & Assoc., N. Y., to French & Preston, same city, as executive vice president.

Joseph G. Standart, Jr., vice president and account executive, becomes general assistant to **Don C. Miller**, head of Detroit office of Kenyon & Eckhardt, effective June 4. T. J. Henry, N. W. Ayer & Son, Detroit, succeeds Mr. Standart at K & E.

William J. Haughey, senior account executive, and **Glenn C. Livezey**, account executive, both with John C. Dowd Inc., Boston, appointed vice president and assistant to president, respectively, of Ingalls-Miniter Co., Boston.

Lee Morris, CBS-TV New York, appointed head of radio-TV, Riedl & Freede Inc., Paterson, N. J.

George F. Dixon, Jr., sales promotion, Lever Bros., S. F., to Warwick & Legler Inc., L. A., as merchandising director.

Lee Williams, vice president of Foote, Cone & Belding, Chicago, to account manager group, Biow Co., N. Y.

Dom La Monica, Kenneth Nelson and **Edward Yaxley**, account executives at G. M. Basford Co., N. Y. and Cleveland, promoted to account managers.

John L. Sullivan, account executive, BBDO, S. F., promoted to radio-TV director. He succeeds **Maury Baker**, who goes to MCA-TV Ltd., that city, as film division representative.

R. A. Baumgaertner becomes copy chief, Jewell Adv. Agency, Oakland, Calif.

Arthur K. Magee, account executive, Fletcher D. Richards Inc., N. Y., to Arthur G. Rippey & Co., Denver, in same capacity.

Thomas E. Peacock, Jr., head of Peacock Research Assoc., L. A., appointed director of marketing, media and research, Lavenson Bureau of Adv., Phila.

Robert A. Burke, Benton & Bowles, N. Y., to Grey Adv., that city, as assistant timebuyer.

Frederick R. Brewster, assistant public relations manager for Pratt & Whitney, East Hartford, Conn., to John Mather Lupton Co., N. Y., as executive in public relations department.

Herschell Goodman, formerly with Ruthruff & Ryan Inc., to copy staff of Waldie & Briggs Inc., Chicago.

Dale J. Stephens, Anderson-McConnell Adv., L. A., to Dozier, Eastman & Co., that city, as production manager.

Philip W. Lennen, board chairman, Lennen & Newell, N. Y., appointed to board of Advertising Council to serve as advertising agencies representative.

Hal Stebbins, president, Hal Stebbins Inc., L. A., named committee chairman on public information and education for Braille Institute of America Inc.

Robert W. Robb, public relations director and account executive on Prudential Insurance Co. account, Calkins & Holden, Carlock, McClinton & Smith, N. Y., named assistant executive director of American Heritage Foundation and will conduct Crusade for Freedom program in U. S.

Elaine K. Sewell, public relations director, Anderson-McConnell Adv., L. A., elected president of L. A. Alumnae Assn. of Theta Sigma Phi, national professional journalism organization for women.

Stations

John S. Hayes, president of WTOP Inc., Washington, elected vice president of Washington Post Co., which controls WTOP-AM-FM-TV.

Norman H. Rogers, vice president and general manager, KRNO San Bernadino, Calif., elected president of Western Empire Bcstrs. Inc., license of station. **George W. Brock**, vice president, elected secretary-treasurer. **James W. Gerrard**, former president, continues as director of corperation.

George E. Curtis, Jr., administrative assistant to Me. **Gov. Murton M. Cross**, named station manager of WPMT (TV) Portland, Me.

Henry C. Rogers, executive staff of WWJ-AM-TV Detroit, appointed business manager of WWJ-AM-FM-TV.

Edward F. Graham, founder of Videodex and recently with *Wall Street Journal*, to WHAS-TV Louisville, Ky., on sales staff.

Richard Beesemyer, account executive, Foster & Kleiser, L. A., to KHJ-TV that that city, as member of sales staff.

Edwin Metcalfe, sales service manager, KECA-TV Los Angeles, promoted to special sales representative. Succeeding him is **Milton H. Klein**, operations manager, KLAC-TV Hollywood.

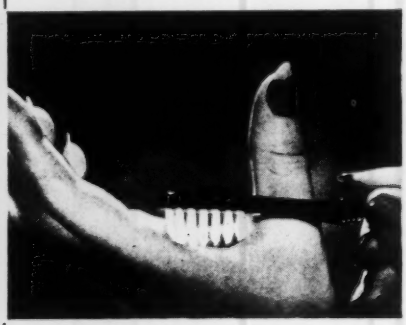
Robert C. Canepa, merchandising manager, KMOX St. Louis, and **Bill Weber**, salesman at KSD St. Louis, appointed to sales staff, KMOX. **Anthony E. Bello**, public relations and advertising manager for group of St. Louis employment agencies, named merchandising manager, KMOX.

James Willingham, former promotion manager, WIRE Indianapolis, returns to station as account executive, replacing **E. Berry Smith**, who has resigned.

Harrison W. Moore, Jr., commercial manager, WBSM New Bedford, Mass., to WNOR Norfolk, Va., as account executive.

Joseph Stamler, account executive, WMGM New York, to similar post at WABC-TV same city.

Wallace Morton named station manager of WRDB Reedsburg, Wis.; **Charles Dehler**



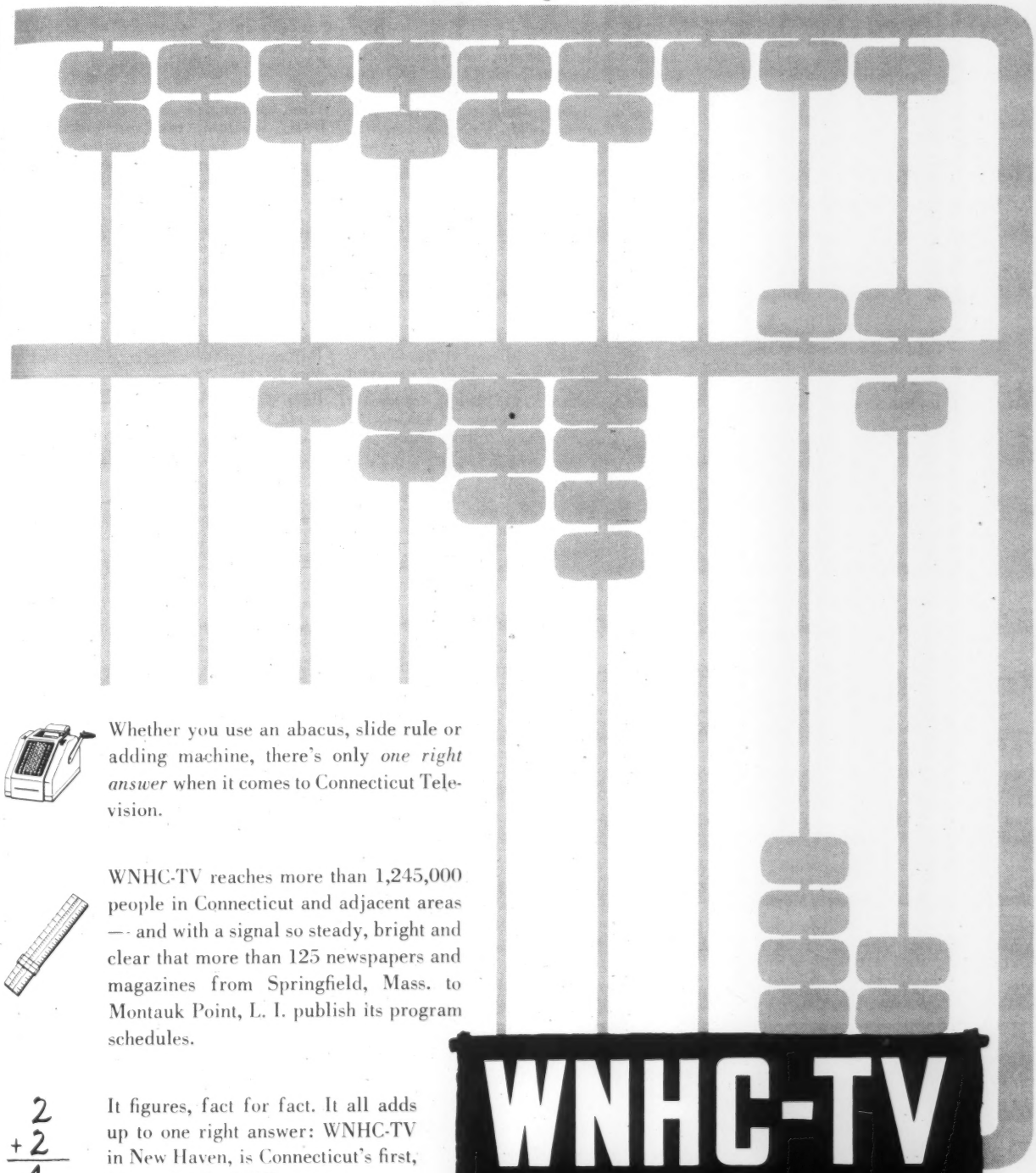
From a dazzling dance of Tek Toothbrushes in stop motion this TV spot by Sarra moves smoothly into live action. Sales points are made subtly, delicately. . . the inner arch of a hand, between thumb and forefinger, demonstrates how Tek fits the arch of the mouth. No china smile! A closing shot of Tek's counter display assures point-of-sale identification. Produced by SARRA for Tek-Hughes, Inc., division of Johnson & Johnson, through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

No matter how you add it up—



Whether you use an abacus, slide rule or adding machine, there's only *one right answer* when it comes to Connecticut Television.

WNHC-TV reaches more than 1,245,000 people in Connecticut and adjacent areas — and with a signal so steady, bright and clear that more than 125 newspapers and magazines from Springfield, Mass. to Montauk Point, L. I. publish its program schedules.

2
+2
4

It figures, fact for fact. It all adds up to one right answer: WNHC-TV in New Haven, is Connecticut's first, one and only VHF station.

WNHC-TV

NEW HAVEN

New England's first complete broadcasting service.

Represented Nationally By The Katz Agency, Inc.

appointed commercial manager; **Mrs. Fred Wacholtz**, program director; **Theresa Liegel**, promotional director; **Gordon Locke**, **Harry Dobson** and **William Christianson** to announcing staff, and **L. Stanley Sadler** named chief engineer.

Bloyce Wright, KGO, TV San Francisco, named program director of WAKR-TV Akron, Ohio.

George T Land, operations director of WJTV (TV) Jackson, Miss., to WDAT-TV Columbus, Ga., as program manager. **John Kennedy**, program director of KFYO Lubbock, Tex., has resigned.

Ken McClure, promotion manager of WAYS Charlotte, N. C., appointed promotion manager, KROD-TV El Paso, Tex.

Richard Stopler and **James Owen** to KVOA Tucson as account executive and technician, respectively. **Donald Hansen** to station as art director for KVOA-TV, scheduled to start operations Sept. 15.

Raymond J. Cheney, operations manager at WCSS Amsterdam, N. Y., to WMIX-AM-FM Mt. Vernon, Ill., as news director.

John Wehrhiem, comptroller, WMAQ and WNBQ (TV) Chicago, transfers to KNBH (TV) Hollywood, in same capacity.

Albert Nicolay, transmitter supervisor, State Dept. Voice of America radio station in Tangier, N. Africa, to KBIG Avalon, Calif., as supervising engineer. He succeeds **Judson Edwards**, who transfers to KPIK (TV) Los Angeles.

Dr. Leslie Tater, former Hungarian official and writer-producer of TV films in Hollywood, to conduct *Hungarian-American Theatre of the Air*, bi-lingual series on WWRL Woodside, L. I.

Les Lye to CKEY Toronto, as announcer.

Bruce Hayward named director of news and special events at WTVI (TV) St. Louis.

Art Weber, announcer-recording director at KGVO Missoula, Mont., to announcing staff at KFBB Great Falls, Mont.

Stan Weinberg, WBBZ Ponca City, Okla., appointed news director of KGWA Enid, Okla.

Mel Quinn appointed announcer and night supervisor, WBAL-TV Baltimore.

Bill Day to KISW (FM) Seattle, as announcer-technician.

Richard Yale Plowman, free lance Hollywood photographer, to KTLA (TV) that city, as member of publicity staff. He succeeds **Robert Reagan**, assistant to **Howard Wormser**, publicity director, who is on leave of absence with U. S. Army.

James Silman, Jr., assistant director, and **William Randolph**, floor director, both at WTOP-TV Washington, promoted to summer replacement director and assistant director, respectively.

F. M. Randolph, assistant professor of speech in charge of radio at Tulsa U., to KOTV (TV) Tulsa, Okla.

Frances O'Connor Shappeck, assistant food editor, *Better Homes & Gardens*, to KBTV (TV) Denver, as home economist.

Claire D. McMullen, chief copywriter, named assistant director of advertising and promotion, WFIL Philadelphia.

Joe Williams, following separation from U. S. Army, rejoins KLAC-TV Hollywood as prop man.

Donald W. Thornburgh, president and general manager of WCAU-AM-TV Philadelphia, received award in behalf of station from Boys' Club of America "In appreciation for. . .interpreting and promoting National Boys' Club Week."

Charles H. Crutchfield, executive vice president of Jefferson Standard Bcstg. Co. and general manager of WBTV (TV) Charlotte, N. C., received special certificate of merit from Patriotic Order, Sons of America, for outstanding public service.

Kenneth Stowman, general sales manager of WFIL-AM-TV Philadelphia, elected to board of directors of The Poor Richard Club.

Harry McTigue, general manager of WINN Louisville, Ky., elected to board of directors of Louisville Advertising Club, and director of Louisville Chamber of Commerce.

Jack Thompson, CKOY Ottawa, elected vice president of Advertising & Sales Club of Ottawa.

Cliff Gill, operations manager, KBIG Avalon, Calif., appointed to membership and public relations committees of Los Angeles Tuberculosis Assn. for second year.

Allen Ludden, m.c. of *Mind Your Manners*, WTIC Hartford, received citation from *Scholastic Teacher Magazine*. Program was voted "outstanding teen-agers' program of the year" by National Assn. for Better Radio and TV.

Carl E. George, general manager of WGAR Cleveland, named to board of trustees of Cleveland Better Business Bureau.

Stan Gee, production manager of WGAR Cleveland, father of girl.

Terry Lee, sales manager of WFAA-TV Dallas, father of girl, Cathy Patricia, May 15.

Dave Willock, m. c. on KNBH (TV) Hollywood *The Sky's the Limit*, father of girl, Teresa, May 1.

George Otte, engineer, KECA Los Angeles, father of girl, Brooke Louise, May 20.

Keith L. Reising, program director at WLRP New Albany, Ind., father of boy, May 19.

Bob Ray, Transmitter engineer at WNAX Yankton, S. D., father of boy, May 10.

Joe Bleeden, press department, NBC Hollywood, father of girl, Patricia Claire, May 22

Networks

Mike Devery, president, Space Patrol Enterprises, Hollywood, adds duties as executive producer, ABC-AM-TV *Space Patrol*, succeeding the late **Mike Moser**. **Dik Darley**, director, adds duties as program producer, with **Bela Kovacs**, production assistant, promoted to associate producer.

Ralph Levy resigns as producer-director of CBS-TV *George Burns and Gracie Allen* to devote his time to CBS-TV *Jack Benny Show* and to develop new properties for the network.

Adolph L. Seton to ABC New York pub-

Sarra balances live action with animation in TV commercials for Martin-Senour's Nu-Hue Enamel in Custom Colors. Home scenes pose the decorating problems; store scenes at the Nu-Hue Color Bar solve them and rapidly convince the viewer that perfect color matches are hers to order. The color wheel motif in the store display is deftly repeated by dots dancing on a paint brush in the animated finale. And a can revolves to show sales-clinching slogans. Just released in 1-minute and 20-second versions to tie in with a special sales-training film also made by SARRA. Created for The Martin-Senour Company.

SARRA Inc.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

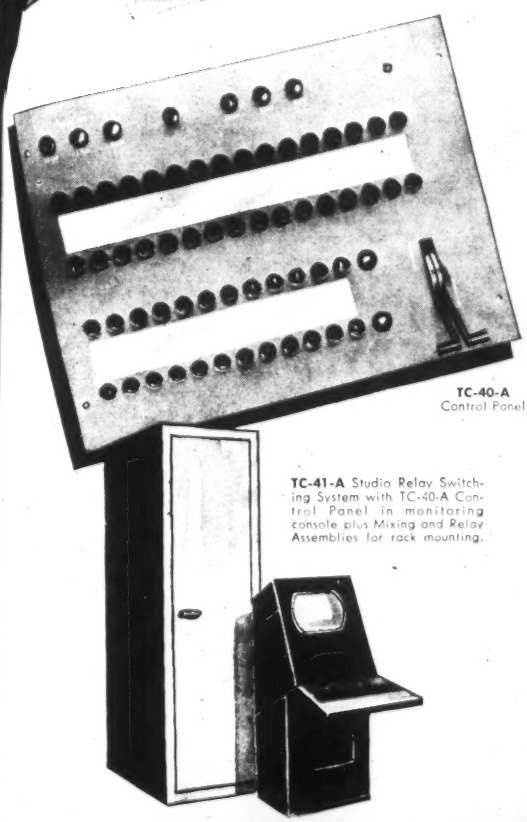
SPECIALISTS IN VISUAL SELLING

ONE STUDIO? TWO STUDIOS? THREE STUDIOS?

Here's your MOST VERSATILE TV PERFORMER!

MEDIUM TO LARGE STUDIO OPERATIONS	
STUDIO	INPUTS
G-E Studio Camera Channel or Portable Camera Chain	4
Special Effects	1
Monoscopes	1
Film Camera Channel	4
Network Operation	1
Remote Operation	2
EXTRAS	
Studio or Film Camera	2

Up to 12 non-composite (in increments of 4) and 3 composite inputs for any equipment combination you need!



TC-40-A Control Panel

TC-41-A Studio Relay Switching System with TC-40-A Control Panel in monitoring console plus Mixing and Relay Assemblies for rack mounting.

G-E STUDIO RELAY SWITCHING SYSTEM

OUTSTANDING versatility in the control of programs and commercials is the reason why General Electric designed this remarkable studio relay switching system. The success of any medium to large TV broadcasting operation can well hinge on equipment switching ability. Here then is the answer to your ultimate performance requirements . . . provision to switch, fade or dissolve up to twelve non-composite plus facilities for switching three composite inputs!

Block-built for easy expansion, you'll benefit, too, from these other G-E plus features. Two "extra" inputs permit adding cameras where they will increase profit the most. The mixer section can be by-passed permitting instant equipment changes in emergency. These facilities all add up to the performance you demand—the operational ease you prefer. For complete information write today to: *General Electric Company, Section 263-1, Electronics Park, Syracuse, New York.*

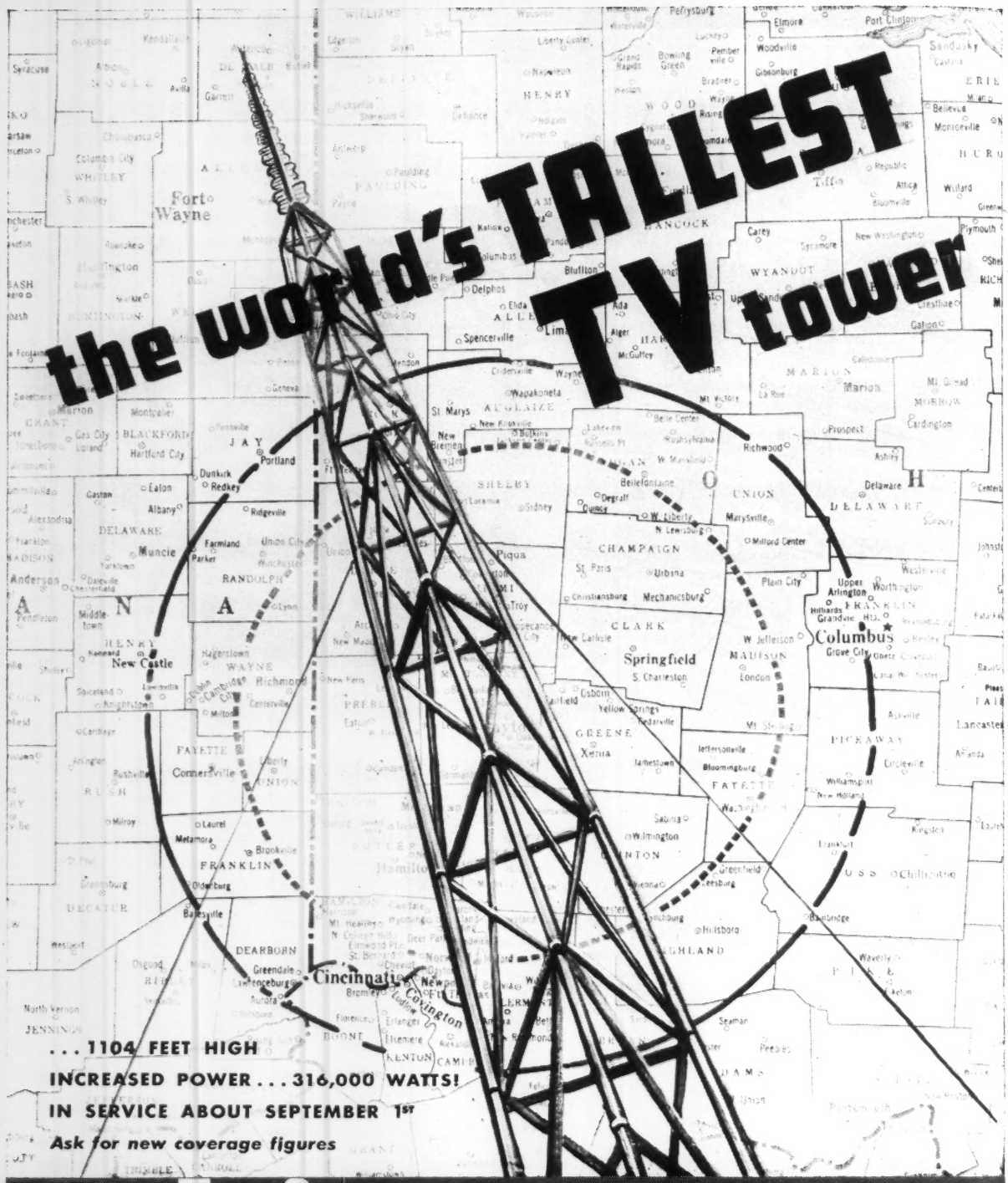
Features that mean versatile performance!

- TRANSIENT-LESS SWITCHING results from special on-air switching system
- BLOCK-BUILT for easy expansion—Inputs or outputs or both!
- EXCELLENT MAINTENANCE ACCESSIBILITY
- PREVIEW SUPER POSITIONS before going on-air
- WIDE BAND WIDTH and NO CROSS TALK in picture!
- PLUG-IN INTERCONNECTIONS throughout the system. Sub-assemblies used in switch panel
- CLAMPING-IN MIXING AMPLIFIER eliminates bounce tendencies
- VIDEO AND AUDIO SWITCHED SIMULTANEOUSLY ON COMPOSITE SWITCHES
- VIDEO PUSH BUTTONS GLOW when depressed

Switching combinations for any TV station operation!

Complete television equipment for VHF or UHF

GENERAL ELECTRIC


the world's TALLEST TV tower
. . . 1104 FEET HIGH
INCREASED POWER . . . 316,000 WATTS!
IN SERVICE ABOUT SEPTEMBER 1ST
Ask for new coverage figures
whio-tv channel 7
DAYTON, OHIO
CBS • ABC • DUMONT •
national representative
GEORGE P. HOLLINGBERY CO.

licity staff, as copy chief, following release from Navy.

Donn Tatum, director of television and **Frank Latourette**, news editor, both ABC Western Div., named advisor to board of directors and honorary campaign chairman, respectively, of Los Angeles United Cerebral Palsy 1953 Campaign. Mr. Tatum succeeds the late **Mike Moser**.

Al Woolley, recording sales division, NBC Hollywood, father of girl, Margretta, May 17.

Tom Hulbert, communications operator, NBC Hollywood, father of boy, Jeffrey Patrick, May 17.

Manufacturing

Al Friedman, vice president in charge of sales, elected dirdctor of Olympic Radio & Television Inc., N. Y.

C. J. Harrison appointed marketing manager for TV transmitter div., Allen B. Du Mont Labs. Inc., Clifton, N. J.

Cyrus D. Samuelson, engineering staff of WOR New York, appointed chief patent counsel of Gluton Mfg. Corp., Metuchen, N. J.

John C. McDevitt appointed Kansas City area regional manager, and **Elmer B. Freeman**, New England regional manager for Admiral Corp.

TELESTATUS®

Weekly TV Set Summary— June 1, 1953—Telecasting Survey

City	Outlets on Air	Sets in Area vhf	uhf
Albuquerque	KOB-TV	24,934	.....
Altoona	WFBG-TV	.....	.....
Amarillo	KGNC-TV, KFDA	18,046	.....
Ames	WOI-TV	131,369	.....
Ann Arbor	WPAG-TV	.....	.....
Atlanta	WAGA-TV, WSB-TV, WLWA	215,000	.....
Atlantic City	WFPG-TV	.....	9,308
Austin	KTBC-TV	23,339	.....
Baltimore	WAAM, WBAL, WMAR-TV	467,417	.....
Bangor	WABI-TV	16,000	.....
Bethlehem	WLEV-TV	.....	.....
Binghamton	WNBF-TV	103,500	.....
Birmingham	WAFM-TV, WBRC-TV	151,000	.....
Bloomington	WTTV	221,800	.....
Boston	WBZ-TV, WNAC-TV	1,029,151	.....
Bridgeport	WICC-TV	.....	.....
Buffalo	WBEN-TV	336,931	.....
Charlotte	WBTV	307,805	.....
Chicago	WBBM-TV, WBNK, WGN-TV, WNBQ	1,363,674	.....
Cincinnati	WCPO-TV, WKRC-TV, WLWT	402,000	.....
Cleveland	WEWS, WNBK, WXEL	739,702	.....
Colorado Springs	KKTV	16,500	.....
Columbus	WNBS-TV, WLWC, WTVN	279,000	.....
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	246,871	.....
Davenport	WOC-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
Dayton	WHIO-TV, WLWD	272,000	.....
Denver	KFEL-TV, KBTV	134,865	.....
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	850,000	.....
El Paso	KROD-TV, KTSM-TV	19,545	.....
Erie	WICU	184,680	.....
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	246,871	.....
Galveston	KGUL-TV	235,000	.....
Grand Rapids	WOOD-TV	233,961	.....
Greensboro	WFMY-TV	156,548	.....
Holyoke	WHYN-TV	.....	.....
Honolulu	KGMB-TV	17,597	.....
Houston	KPRC-TV	237,000	.....
Huntington-Charleston	WSAZ-TV	180,996	.....
Indianapolis	WFMB-TV	332,000	.....
Jackson	WJTV	.....	11,300
Jacksonville	WMBR-TV	109,000	.....
Johnstown	WJAC-TV	621,244	.....
Kalamazoo	WKZO-TV	241,832	.....
Kansas City	WDAF-TV	281,228	.....
Lancaster	WGAL-TV	212,412	.....
Lansing	WJIM-TV	171,350	.....
Lawton	KSWO-TV	.....	.....
Lincoln	KOLN-TV	28,000	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC, KNBH, KTLA KNXT, KTTV	1,536,852	.....
Louisville	WAVE-TV, WHAS-TV	232,693	.....
Lubbock, Tex.	KDUB-TV	22,104	.....
Lynchburg	WLVA-TV	55,000	.....
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300	.....
Memphis	WMCT	194,987	.....
Miami	WTVJ	174,700	.....
Milwaukee	WTMJ-TV	416,706	.....
Minn.-St. Paul	KSTV-TV, WCCO-TV	360,100	.....
Minot	KCJB-TV	.....	.....
Mobile	WALA-TV, WKAB-TV	.....	.....
Nashville	WSM-TV	107,108	.....
New Britain	WNKB-TV	.....	36,600
New Castle	WKST-TV	.....	27,763
New Haven	WNHC-TV	349,000	.....
New Orleans	WDSU-TV	174,485	.....
New York-Newark	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX, WATV	3,230,000	.....
Norfolk-Portsmouth Newport News	WTAR-TV	161,585	.....
Oklahoma City	WKY-TV	193,700	.....
Omaha	KMTV, WOW-TV	181,433	.....
Peoria	WEEK-TV	.....	18,075
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,217,138	.....
Phoenix	KPHO-TV	67,400	.....
Pittsburgh	WDTV	584,000	.....
Portland, Ore.	KPTV	.....	72,839
Providence	WJAR-TV	284,000	.....
Pueblo	KDZA-TV	13,000	.....
Reading	WHUM-TV	.....	84,748
Richmond	WTVR	164,742	.....
Roanoke	WROV-TV, WSLS-TV	50,100	19,000
Rochester	WHAM-TV	177,500	.....
Rock Island	WHBF-TV	179,000	.....
Quad Cities Include Davenport, Moline, Rock Is., E. Moline			
St. Louis	KSD-TV	490,000	.....
Salt Lake City	KDYL-TV, KSL-TV	121,100	.....
San Antonio	KEYL, WOAI-TV	133,721	.....
San Diego	KFMB-TV	173,800	.....
San Francisco	KGO-TV, KPIX, KRON-TV	558,200	.....
Schenectady-Albany-Troy	WRGB	261,400	.....
Seattle	KING-TV	243,000	.....
Sioux City	WSBT-TV	35,556	.....
South Bend	KVTV	.....	30,669
Spokane	KHQ-TV, KXLY-TV	24,701	.....
Springfield, Mass.	WWLP	.....	.....
Springfield, Mo.	KTTS-TV	.....	.....
Syracuse	WHEN, WSYR-TV	217,263	.....
Tacoma	KTNT-TV	.....	.....
Toledo	WSPD-TV	224,000	.....
Tucson	KOPO-TV	.....	.....
Tulsa	KOTV	142,360	.....
Utica-Rome	WKTV	89,000	.....
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	443,680	.....
Wichita Falls	KWFT-TV	.....	.....
Wilkes-Barre	WBRE-TV	.....	52,000
Wilmington	WDEL-TV	132,121	.....
York	WSBA-TV	.....	28,534
Youngstown	WFMJ-TV, WKBN-TV	88,000	22,000
	Total Sets in Use	22,594,040	

Total Stations on Air 155* . Total Markets on Air 103*..

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Since not all stations report weekly, set figures in some markets may remain unchanged in successive weeks. Totals for each market represent estimated sets within coverage area of stations in that market. Where coverage areas of different markets overlap, set counts in those markets may be partially duplicated. Total sets in use of U.S. however, is unduplicated estimate.

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

272,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

Channel 4 Represented by

The BRANHAM Company

— PROGRAMS & PROMOTIONS

BIG RETURN

POSTCARDS totaling 188,814 added up to one of the biggest mail counts in the history of Crosley television, reports WLWC(TV) Columbus. The cards were in response to a contest to determine the most popular high school in Central Ohio. Run by "Spook" Beckman on his *Shoot the Works* program, the contest featured a grand prize of a Seeburg Select-O-Matic phonograph and 100 popular and classical records valued at $1,000. Prize went to St. Mary's High School, Columbus.

GOOD COMMUNITY RELATIONS

A SINKING news broadcast on WHIP Mooresville, N.C., has been replaced by a new program, *Voice of Mooresville*, designed to put more life into small-town community relations. On Sundays, the 12:15-12:45 p.m. program presents a tape-recorded interview from the town's textile mill. Against a background of noises from the plant, which are "introduced" by the announcer, local announcements are made and an "old-timer of the week" is presented.

'MISTER DEE JAY, U.S.A.'

WSM Nashville is airing a new show, *Mister Dee Jay, U.S.A.*, 7:00-7:30 p.m., Fridays. Each week a different country music disc jockey from another station is interviewed briefly to establish who he is and what he does. Then the program is turned over to him to conduct in his own fashion.

PETROLEUM EXPOSITION

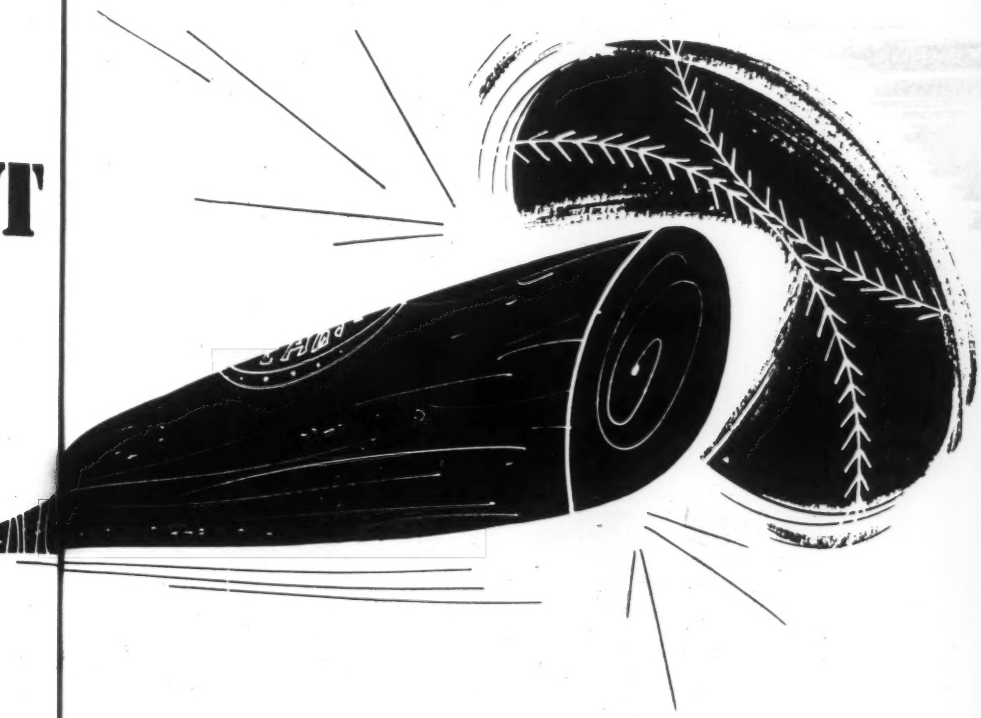
THOUSANDS of people unable to attend the International Petroleum Exposition in Tulsa received a front seat view of the multi-million dollar show for the first time via TV, reports KOTV (TV) Tulsa. KOTV, using its remote telecasting and motion picture equipment, provided daily coverage of the exposition. Opening day ceremonies were televised with one camera located in the "crow's nest" of a half-million dollar rotary drilling rig. The problem of hoisting the camera high into the derrick rigging was solved by oilmen who used their drilling cables to secure the camera, tripod and related equipment.

'RODEO ROUNDUP'

KNBH (TV) Hollywood *Rodeo Roundup*, new weekly hour-long program, features a regularly scheduled rodeo with 150-200 cowboy members of Cowboy Assn. of America competing for prizes. Originating from Iverson Ranch, Chatsworth, Calif., facilities to accomodate viewers have been set up. Program features shooting, roping and whip exhibitions and stars Cowboy Slim as m.c. and participant.

TALK ABOUT IMPACT

as your ad dollar is directed, so your sales message "scores".



Think this is impact? — wait 'til your sales pitch feels the impact of the dynamic WLW Stations. Wait 'til you've seen how your sales batting average jumps when you're on the WLW stations.

The secret? — it's as simple as 1-2-3:

1. The WLW radio and television stations cover more than 1/10th of America. A lot of people who buy a lot of things.
2. The WLW Stations have the talent, the programs, the facilities to do a super selling job on your products — give you more for your money.
3. The WLW Stations have the only Client Service Department in broadcasting to give your advertising the plus of promotion and merchandising that insures sales success.

So, when you think of impact, think of the Crosley WLW Stations.

CROSLEY broadcasting corporation

EXCLUSIVE SALES OFFICES: NEW YORK • CINCINNATI • DAYTON • COLUMBUS • CHICAGO • ATLANTA • HOLLYWOOD

FCC Clarification Of TV Procedure

FCC by an order May 22 "clarified" TV processing rules and put on notice all applicants and prospective applicants that the Commission henceforth will consider promptly those applications which become free for action upon merger with their competitor or through withdrawal of their competitor for the same channel (B.T., May 25).

The change of procedure applies to TV applications "passed over" by the Commission because they are in conflict and includes those sent McFarland letters but not formally designated for hearing.

Text of the order: IN THE MATTER of Amendment of Footnote 10 of Section 1.371 of Part 1 of the Commission's Rules (Temporary Processing Procedure for Television Broadcast Applications)

ORDER

1. The Commission desires to amend Footnote 10 of Section 1.371 of its Rules by the addition of a subparagraph (m), which reads as follows:

"(m) Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed."

2. In accordance with its temporary processing procedure, as amended, pursuant to the Sixth Report and Order, mutually exclusive applications (i.e. those which compete for the same channel in the same community or require competitive hearing for other reasons) have been passed over. This has enabled the Commission to process non-competitive applications so that TV service could be made available in the shortest possible period of time, and the Commission is virtually current in the processing of non-competitive TV broadcast applications. The provision here made is of a clarifying nature and is a further step designed to bring television service to the public as promptly as possible consistent with basic requirements of public interest.

3. Authority for the adoption of this amendment is contained in Sections 1, 4(i), 4(j), and 303 (r) of the Communications Act of 1934, as amended.

4. In view of the fact that the amendment adopted herein is procedural in nature, constituting a clarifying amendment, prior publication of notice of proposed rule making under the provisions of Section 4 of the Administrative Procedure Act is unnecessary, and the amendment may become effective immediately.

IT IS ORDERED, This 22nd day of May, 1953, that, effective upon publication in the Federal Register, Footnote 10 of Section 1.371 of the Commission's Rules and Regulations is amended as set forth herein.

FEDERAL COMMUNICATIONS COMMISSION

T. J. Slowie
Secretary

Released: May 22, 1953

Commissioner Hennock dissenting and issuing a dissenting opinion (attached);

Commissioner Bartley concurring in the Commission action and stating: "I do not believe, however, the adoption of a rule is necessary. There has been no rule preventing prompt consideration of non-conflicting applications heretofore. I do not oppose public notice of this fact."

DISSENTING OPINION OF COMMISSIONER HENNOCK

I must register my strong disapproval for the new processing rule adopted today. It is, in my opinion, a sharp violation of the due process the Commission should give in this area of television development to protect the public interest. This new rule can and undoubtedly will cause real damage to the Commission's efforts to secure the finest possible licensees for television. It represents a surrender to haste. Waste as well as inequities and undesirable grants must be its natural products.

A rule permitting Commission consideration and action of the remaining application (after a conflict is disposed of) on its next meeting day is deceptively simple; its dangers may not be apparent at first blush. For given such a rule, it is clear that the dismissal of an application or a merger may be so timed as to give only the barest notice to other parties. Thus, dismissal or merger on Tuesday would permit Commission consideration and grant at its Wednesday meeting with no opportunity for notice to be circulated concerning the new, changed situation. Tuesday afternoon and early evening should hereafter be a busy time at the Commission. Present applicants on other channels, prospective applicants and persons having knowledge of important facts they may wish to bring to the Commission's attention would, by this rule, be left in the dark and deprived of an opportunity to be heard or to adjust their own situation to the new circumstances.

So understood, the new rule is a substantial modification and relaxation of the present "sever-day procedure", an informal, internal processing provision of which the public has never had formal notice. This provided that upon resolution of a conflict the staff should bring the remaining or new application before the Commission in not less than seven days and in not more than 13 days. The procedure was bad enough. For it worked out in

---

WALDO ABBOT, director of broadcasting for the U. of Michigan, Ann Arbor, has compiled a list of FM receiving sets available from various manufacturers with prices where given. The list may be obtained by request to him at the U. of Michigan.

A new series of 1-minute TV commercials by Sarra sells Northern Tissue with masterly finesse. Quick shots of "little things that count" – finishing touches on a flower arrangement or guest towels – establish the theme. Northern's sales story of new softness at no extra cost is put over with woman to woman conviction by expertly cast "housewives." Their home settings give strong display to Northern products with unforced naturalness. Created by SARRA for Northern Paper Mills, through Young & Rubicam, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

practice, considering the normal delays in the Commission's public notices and the time required to bring such action to local attention outside of Washington, that other parties generally had less than seven days notice in which to take such action as they deemed necessary before Commission final action and grant of the application. The rule adopted today is certain to cut the notice of substantial change in the application picture even further -- down to a bare minimum -- down to a point, in fact, where it may reasonably be contended that no real notice whatsoever is given.

In instances of possible mergers or combinations of conflicting interests (whether or not a new corporation is involved), this new rule may be particularly harmful. Thus, an applicant now on file competing, for good and valid reasons, against other parties for another channel in that same city may decide that the public interest would best be served and his chances for a grant bettered if he went to hearing with the new merged applicant. But he needs, of course, some reasonable notice and opportunity to dismiss his application on one channel and resubmit it on the other. The new processing rule will in effect deny him this opportunity even though giving such notice to him might still permit an immediate grant to the remaining applicant on the channel which he vacates, as well as permit the Commission's securing the best qualified and available applicants to both channels. In addition, prospective applicants for all channels have some right to rely on a given state of affairs at the Commission (which has the applications in conflict requiring a hearing) and to be given some reasonable notice that such state of affairs has changed so that their competitive applications may be filed. For a merger may often result in an entirely different situation which may evoke completely new responses from the local community. The Commission should give an opportunity for them to be manifested. Thus, where it may previously have appeared that two existing AM stations in a particular community were competing for a single TV channel, a sudden merger by them may combine their interests in a television station and thereby present a new problem of monopoly of the vital mass media of communications. This monopoly may result in local protest where none previously existed and it may spur the filing of a competitive application by leading citizens seeking to preserve some measure of diversification in the ownership and control of these mass media in their community. These are very real situations which have already occurred and will occur with greater frequency in the future. Yet, the processing rule adopted by the Commission disregards these bona fide interests in television development.

Given the existing framework and groundrules of the American broadcasting system, it is particularly important that every reasonable opportunity be afforded for the securing of the finest possible licensees of television stations which are such a vital force in American life. Notice of substantial changes in applica-

Advertisement

From where I sit
by Joe Marsh

Bad Case of the "Ztutters"

Our copyboy is out sick. So the editor (me) is taking over some of his chores—which include things like running the addressing machine on "mailing-out night."

Last week I didn't have the usual number of papers left over for sale at the office. Couldn't figure what had happened—until Chub Zimmer called to ask why he'd gotten 56 copies.

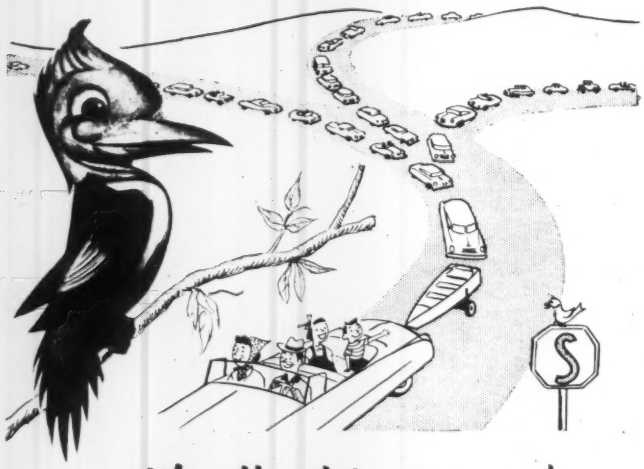
Then I realized —"Zimmer" is the last name the machine prints. Guess I forgot to turn it off . . . and it just kept grinding out Chub's name on all the remaining copies. That machine just didn't know when to stop.

From where I sit, people are like that machine sometimes. They often don't know exactly when to stop. Like those who are prejudiced against someone with an accent, perhaps . . . or against someone who likes a cool bottle of beer with his supper. So, in these columns I try to persuade everyone to "throw the switch" on prejudice so it won't get repeated.

Joe Marsh

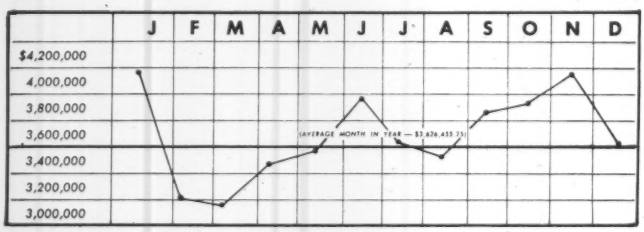
Copyright, 1953, United States Brewers Foundation

WOODland! TV



Woodland is summer's cool spot for hot profits

Take it from the tax collector. There are more people spending more moola in this area in summer than in the average months for the rest of the year! And these sales tax figures from Michigan's Revenue Department prove it.



Based on 1952 receipts from 19 Woodland counties. Receipts of each month reflect sales of month preceding.

The U.S. Department of Commerce gets into the act by estimating three to four million tourists spend more than $200,000,000 in Western Michigan each year. Most of this boom business occurs in summer, of course.

So, "Dig that cra-a-azy Woodland market", Hazel. You'll hit paydirt every time.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary
National Representatives: Katz Agency
Associated with
WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.
WEOA — Evansville, Ind.

tions on file would appear to be a basic factor in obtaining such highly qualified licensees. The establishment of television service or multiple television service at the earliest possible time is, of course, an important consideration for the Commission and the public interest. But it should not be the sole overriding factor to which all other considerations, vital though they may be, are subordinated. A balance of interests is obviously called for here. The Commission has struck a serious imbalance by placing on the scale nothing but the necessity of securing as many TV grants as possible, as soon as possible. This, in my opinion, is a most unfortunate error for which our television service and the public will be forced to pay for many years to come.

Nor is the protest procedure of Section 309 (c) of the Communications Act a sufficient safeguard or corrective against the Commission's new processing rule. For the right of protest is substantially hedged by the requirement that the protestant be a "party in interest" and that, "Economic injury" be suffered by it. Furthermore the Commission has in the past months limited this right of protest by restrictive interpretations as to who is a "party in interest," etc. In addition, 309 (c) providing only that a grant be stayed until a hearing is held on such protest is, in figurative terms, locking the Commission's door after the license has been granted. It scarcely provides an adequate substitute for the reasonable notice that is so vital to other interested parties who may then come in on a comparative basis rather than challenge a *fait accompli*.

A further serious defect in the Commission's new rule is that it is adopted effective almost immediately without adequate prior notice. Thus, in yet another way, the Commission is effecting a substantial change in the present procedure without affording interested parties, again including present applicants, prospective applicants and others an opportunity to re-evaluate and readjust their own positions in terms of the changed situation. This is particularly unfortunate in view of the past feeling of security which the Commission's processes and actions have engendered, which should not suddenly be shattered without due notice. Administrative shifts of this kind are scarcely fair play. Nor does the bare legality of the Commission's action, assuming it to be legal, very much salve its basic injustice.

I believe that the Commission's *entire* television processing and hearing procedures should be immediately revised so as to permit the establishment of television service as promptly as possible *consistent* with the basic requirements of due process and the preservation of important substantive policies of the Commission. In such revision the the Commission should, in my opinion, establish by rule that when a conflict is resolved, notice be given to the local community and that it be in the form of adequate advertisement in the local press. It should also be established that a reasonable period of 30 days be required after the dismissal or merger before the Commission takes final action on the remaining or new application. And certainly such basic modifications in our processing procedure should be adopted by the Commission, to be effective 30 days after publication in the Federal Register to permit interested persons throughout the country an adequate opportunity to take such action as they deem necessary in light of it.

ACTIONS OF THE FCC

May 21 through May 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

NEW TV STATIONS

Decisions

HARLINGEN, Tex.--Magic Triangle Televisors Inc. (KGBS). Granted vhf Ch. 4 (66-72 mc); ERP 13 kw visual, 6.9 kw aural; antenna height above average terrain 410 ft. Estimated construction cost $240,303.00 first year operating cost $180,000.00, revenue $240,303.00. Post Office address: P. O. Box 711, Harlingen, Tex. Transmitter location two mi. S. E. of Harlingen. Geographic coordinates 26° 09' 31" N. Lat., 97° 49' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President McHenry Tichenor (50%), Vice President J. C. Looney (40%), Secretary-Treasurer Troy R. McDaniel (10%). Granted May 20.

NOTE: Also see Hearing Cases for final decision granting uhf Ch. 33 at Fort Wayne, Ind., to WKJG there.

Call Letters Assigned

WOTV (TV) Lakeland, Fla.--WONN-TV Inc uhf Ch. 16.

WDAK-TV Columbus, Ga.--TV Columbus, uhf Ch. 28. Formerly WDAT (TV).

WTCN-TV Minneapolis, Minn. TV Public Service Corp., vhf Ch. 11.

KETC (TV) St. Louis--St. Louis Educational TV Commission, vhf Ch. 9*.

WWLA (TV) Lancaster, Pa.--Harold C. Burke, uhf Ch. 21.

WCEE-TV Knoxville, Tenn.—TV Services of Knoxville, uhf Ch. 26.

KFYO-TV Lubbock, Tex.--Plains Radio Bcstg. Co., vhf Ch. 5.

Applications

Anchorage, Alaska—Kiggins & Rollins, vhf Ch. 2 (54-60 mc); ERP 15.85 kw visual, 9.5 kw aural; antenna height above average terrain 137 ft., above ground 150 ft. Estimated construction cost $104,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post Office address 841 Turquoise St., San Diego. Studio and transmitter location 3rd and F. Sts., Anchorage. Geographic coordinates 61° 13' 8" N. Lat., 149° 53' 45" W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder, KIOA Des Moines. Filed May 22.

SACRAMENTO, Calif.—N. Central Calif. Assn. for Educational TV, noncommercial educational vhf Ch. 6 (82-88 mc); ERP 69.2 kw visual, 39.8 kw aural; antenna height above average terrain 1474.5 ft., above ground 483.5 ft. Estimated construction cost $400,000.00, first year operating cost

WOODland! AM

Easy on that hiatus, Hazel

Maybe you have pegged Grand Rapids as a typical midwestern city. And maybe some of these cities do look like good axe bait for your summer cut-back. But, hold it, Hazel, Grand Rapids is different.

There are more people in and around Grand Rapids in summer than in winter. And they spend more dough. Because Grand Rapids is right smack dab in the middle of "The Vacationland of the Midwest". (Western Michigan, of course.)

Not only do Michiganders know how lucky they are and stay home summers . . . millions come up from less fortunate states to enjoy the woods and the lakes and the weather. A glance at the opposite page will tell you they come "loaded".

So play it smart. Keep your schedules on WOOD and WOOD-TV this summer. Tell the client why (Katz has all the dope) and he'll tag you as a real smart doll, Hazel.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

THE BRANHAM COMPANY

representing

	RADIO
WABB	Mobile, Ala.
KTHS	Little Rock, Ark.
KFWB	Los Angeles, Calif.
KFMB	San Diego, Calif.
WGBA	Columbus, Ga.
WNEX	Macon, Ga.
WTPS	New Orleans, La.
KWKH	Shreveport, La.
WTBO	Cumberland, Md.
WHYN	Springfield-Holyoke, Mass.
WRBC	Jackson, Miss.
KOB	Albuquerque, N. M.
WCPO	Cincinnati, Ohio
WDEF	Chattanooga, Tenn.
WTJS	Jackson, Tenn.
WNOX	Knoxville, Tenn.
WMC	Memphis, Tenn.
KFDA	Amarillo, Texas
KRIC	Beaumont, Texas
KWBU	Corpus Christi, Texas
KRLD	Dallas, Texas
KMO	Tacoma, Wash.
KIT	Yakima, Wash.
WCHS	Charleston, W. Va.
WBLK	Clarksburg, W. Va.
WPAR	Parkersburg, W. Va.

offices

CHICAGO
NEW YORK
DETROIT
DALLAS
ATLANTA
CHARLOTTE
ST. LOUIS
MEMPHIS
SAN FRANCISCO
LOS ANGELES

	TELEVISION
KFMB-TV	San Diego, Calif.
WHYN-TV	Springfield-Holyoke, Mass.
KOB-TV	Albuquerque, N. M.
WCPO-TV	Cincinnati, Ohio
WEWS	Cleveland, Ohio
WMCT	Memphis, Tenn.
KFDA-TV	Amarillo, Texas
KRLD-TV	Dallas, Texas
KMO-TV	Tacoma, Wash.
KIT-TV	Yakima, Wash.

THE LATEST WCKY STORY

For Sales Results in
CINCINNATI
Use the
"MAKEBELIEVE" BALLROOM
with
REX DALE
Cincinnati's #1 Daytime Disc Jockey Show

WCKY

$150,000.00. Post Office address 1333 Grand Ave., Del Paso Hts., Calif. Studio location to be determined. Transmitter location Pine Hill Lookout, Green Valey Rd., 2.2 mi. N. W. of Rescue, Calif. Geographic coordinates 38° 43' 5" N. Lat., 120° 59' 23" W. Long. Transmitter and antenna RCA. Legal counsel John E. Malone, Sacramento Consulting engineer Louis Bourget, Sacramento. Principals include local educators, businessmen and lay groups, including principals from six colleges and municipal school systems. Filed May 25.

FAIRBANKS, Alaska—Kiggins & Rollins, vhf Ch. 2 (54-60 mc); ERP 15.85 kw visual, 9.5 kw aural; antenna height above average terrain 109.7 ft., above ground 168 ft. Estimated construction cost $84,000.00, first year operating cost $250,000.00, revenue $300,000.00. Post Office address 841 Turquoise St., San Diego. Studio and transmitter location 1st and Lacy Sts., Fairbanks. Geographic coordinates 64° 50' 20" N. Lat., 147° 43' 3" W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners Keith Kiggins, former ABC vice president, and Richard R. Rollins, realtor and former minority stockholder, KIOA Des Moines. Filed May 22.

DENVER—School District, City and County of Denver, noncommercial educational vhf Ch. 6* (82-88 mc); ERP 19.85 kw visual, 10.7 kw aural; antenna height above average terrain 947 ft., above ground 210 ft. Estimated construction cost $299,044.00, first year operating cost $82,000.00. Post Office address 414 14th St., Denver. Studio location 13th and Glenarm Sts. Transmitter location 2.5 N., 225° E. of Golden, Colo. Geographic coordinates 39° 43' 47" N. Lat., 105° 14' 59" W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include members of board of education and superintendent of schools. Filed May 22.

GAINESVILLE, Fla.—U. of Fla. (WRUF-AM-FM), noncommercial educational vhf Ch. 5*. (76-82 mc); ERP 5.28 kw visual, 2.64 kw aural; antenna height above average terrain 356 ft., above ground 405 ft. Estimated construction cost $168,750.00, first year operating cost $92,000.00. Post Office address Gainesville. Studio location school stadium. Transmitter location Newberry Rd., 6 mi. W. of Gainesville. Geographic coordinates 29° 38' 36" N. Lat., 82° 25' 00" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals are state appointed members of board of control of university. Filed May 21.

BOSTON—CBS, vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft., above ground 1,006 ft. Estimated construction cost $1,904,887.00, first year operating cost $800,000.00, revenue $1,270,000.00. Post Office address 485 Madison Ave., New York. Studio location 182 Tremont St., Boston. Transmitter location NW corner Central and Summer Sts., Framingham. Geographic coordinates 42° 18' 45" N. Lat., 71° 24' 50" W. Long. Transmitter and antenna GE. Legal counsel Julius F. Brauner, New York. Consulting engineer Jay W. Wright, New York. CBS is licensee or permitee of WCBS-AM-FM-TV New York; WBBM-AM-FM-TV Chicago; WEEI-AM-FM Boston; KNX-AM-FM and KNXT (TV) Los Angeles; KMOX St. Louis and bidder for Ch. 4 there; KCBS-AM-FM San Francisco; 45% stockholder in WTOP-AM-FM-

TV Washington and KQV Pittsburgh, and 47% owner of WCCO-AM-TV Minneapolis. Filed May 19.

OXFORD, Ohio—President and Trustees of Miami U., noncommercial educational uhf Ch. 14* (470-476 mc); ERP 197 kw visual, 118 kw aural; antenna height above average terrain 774 ft., above ground 827 ft. Estimated construction cost $519,320.00, first year operating cost $150,000.00. Post Office address Oxford. Studio and transmitter location school campus. Geographic coordinates 39° 30' 54" N. Lat., 84° 43' 48" W. Long. Transmitter and antenna RCA. Legal counsel Attorney General of Ohio, Columbus. Consulting engineer Robert C. Higgy, Columbus. School has operated WMUB (FM), noncommercial educational outlet, since Feb. 1, 1950. Filed May 20.

CLARKSBURG, W. Va.—J. Patrick Beacom & Assoc. uhf Ch. 22 (518-524) mc); ERP 21.55 kw visual, 11.65 kw aural; antenna height above average terrain 495 ft., above ground 199 ft. Estimated construction cost $161,323.00, first year operating cost $80,000.00, revenue $100,000.00 Post Office address 92 Fairmont Ave., Fairmont, W. Va. Studio location to be determined. Transmitter location Pinnickinnick Mtn., Clarksburg. Geographic coordinates 39° 17' 5" N. Lat., 80° 19' 48" W. Long. Transmitter and antenna RCA. Legal counsel A. R. Putnam, Fairmont. Consulting engineer A. D. Ring & Assoc. Principals include President J. Patrick Beacom (40%) majority interest in WVVW Fairmont, WETZ New Martisville; Secretary-Treasurer Timothy P. Beacom (40%), retired Hearst Newspapers Corp. official, and Vice President Jennings Randolph (20%), minority stockholder WVVW and assistant to President, Capital Airlines. Filed May 22.

Applications Amended

Evansville, Ind.—Evansville TV Inc. Amends bid for vhf Ch. 7 to specify studio location at N. of New Harmony Rd. 2.5 mi. NW of Evansville. Filed May 22.

Evansville, Ind.—Premier TV Inc. Amends application for uhf Ch. 62 to change aural ERP 54.1 kw to 48.6 kw. Filed May 22.

Winston-Salem, N. C. — Piedmont Pub.Co. Amends bid for vhf Ch. 12 to change name to Triangle Bcstg. Corp.; change aural ERP from 158 kw to 159 kw and reduce antenna height above average terrain from 500 ft. to 357 ft. Ch. 12 competitor Mary Pickford Rogers will acquire one-third interest in Triangle under merger proposal. Filed May 22.

Corpus Christi, Tex.—KEYS-TV Inc. Amends bid for vhf Ch. 10 to boost ERP from 55 kw visual and 27.5 kw aural to 214 kw visual and 114 kw aural; increase antenna height above average terrain from 464 ft. to 650 ft., and relocate transmitter at Hwy. 44 near Robstown, Filed May 18.

Applications Dismissed

Savannah, Ga.—Martin & Minard, Requests dismissal of Ch. 11 bid one week after designation for hearing with WTOC application. M&M cited inability to arrange substitute and additional financing to maintain both proposed TV and recently granted Florida AM outlet. Filed May 22.

Evansville, Ind.—W. R. Tuley. Requests dismissal of Ch. 62 application, in hearing with Premier TV Inc. Consideration out-of-pocket expenses. Third competitor for channel, Trans-American TV Corp., dismissed week before. Filed May 22.

Waycross, Ga.—Teletronics Inc. At request of applicant, dismissed uncontested

Fashion Editor
OF THE ERIE DISPATCH
DONS BATTLE GEAR!

WICU-TV SENDS ITS REPORTER TO KOREA AND INDO-CHINA TO INTERVIEW OUR SOLDIERS FROM THE ERIE, PA., AND TRI-STATE AREA.

Hy Yaple, Mistress of Ceremonies of her popular Hy-Lights Program on WICU-TV.

FAMED HY YAPLE, Executive Women's Editor of the ERIE DISPATCH and conductor of the popular "Hy-Lights" show on WICU-TV, has taken her cameras and notebooks to the Hot Spots of the world—Korea and Indo-China. (Her movies on WICU include many actual battle scenes which she took under fire where she is stationed with the First Marine Corps.)

WICU-TV is proud that her coverage of the prisoner-exchanges at Freedom Village has been accepted by the principal wire services of the world. Yet, she is primarily concerned with rendering a service for the good folks of Erie and the Tri-State (Western New York, Eastern Ohio and Northwestern Pennsylvania) area.

Hy Yaple as she appears in Korea and Indo-China with battle gear.

EDWARD LAMB, *President*

WICU-TV — WIKK AM — THE ERIE DISPATCH

Headley-Reed Co. H-R Co. Reynolds-Fitzgerald, Inc.

EDWARD LAMB *Enterprises* INC.

New York Office, Hotel Barclay—Home Office, 500 Security Bldg., Toledo, Ohio

GATES
QUINCY, ILLINOIS.

YOUR ONE SOURCE FOR ALL BROADCASTING EQUIPMENT NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.	TEL. 8202
HOUSTON, TEXAS	TEL. ATWOOD 8536
WASHINGTON, D. C.	TEL. METROPOLITAN 8-0522
MONTREAL, QUE.	TEL. ATLANTIC 9441
NEW YORK CITY	TEL. MURRAY HILL 9-0200

Expanding Marketers can loosen their belts on WJBO, Baton Rouge.

There's a $178,688,000 industrial expansion program under way, further building up the booming Greater Baton Rouge Area.

Reach the largest audience on NBC's 5,000 watt affiliate. Affiliated with the State-Times and Morning Advocate. National reps: Geo. P. Hollingbery Co.

WJBO
WBRL (FM)

... that's what you like about the South

FOR THE RECORD

bid for uhf Ch. 16. Dismissed May 19.

EXISTING TV STATIONS. . .

Decisions

WIRK-TV West Palm Beach.—WIRK-TV Inc. Granted ERP on change on uhf Ch. 21 from 22 kw visual and 11.5 kw aural to 24 kw* visual and 13 kw. aural. Granted May 20.

KSTM-TV St. Louis—Broadcast House Inc. Granted ERP drop on uhf Ch. 36 from 275 kw visual and 145 kw aural to 215 kw visual and 110 kw aural. Granted May 19.

KLAS-TV Las Vegas—Las Vegas TV Inc. Granted ERP drop on vhf Ch. 8 from 31 kw visual and 16.5 kw aural to 29 kw visual and 14.5 kw aural. Granted May 22.

WBUF-TV Buffalo, N. Y.—WBUF-TV Inc. Granted ERP decrease on uhf Ch. 17 from 165 kw visual and 83 kw aural to 78 kw visual and 39 kw aural. Granted May 21.

WDAY-TV Fargo, N. D.—WDAY Inc. Granted STA to commence commercial operation on vhf Ch. 6, effective May 22-Sept. 15. Granted May 18.

WHIZ-TV Zanesville, Ohio—Southeastern Ohio TV System. Granted STA to commence commercial operation on uhf Ch. 50. Granted May 20.

WFAA-TV Dallas—A. H. Belo Corp. Granted ERP boost on vhf Ch. 8 from 27 kw visual and 13.6 kw aural to 316 kw visual and 160 kw aural. Granted May 21.

Applications

KNXT (TV) Los Angeles—CBS. Requests ERP drop on vhf Ch. 2 from 54 kw visual and 27 kw aural to 47 kw visual and 23.5 aural. Filed May 22.

WKNB-TV New Britain, Conn.—Requests studio relocation to Corbin Corners, W. Hartford, 3/4 mi. NE of New Britain. Assigned uhf Ch. 30. Filed May 22.

WTVM (TV) Muskegon, Mich. Versluis Radio & TV Inc. Requests ERP change on uhf Ch. 35 from 270 kw visual and 140 kw aural to 268 kw visual and 140 kw aural. Filed May 22.

WHAM-TV Rochester, N. Y.—Stromberg-Carlson Co. Seeks to increase antenna height above average terrain from 500 ft. to 511 ft. Assigned vhf Ch. 6. Filed May 22.

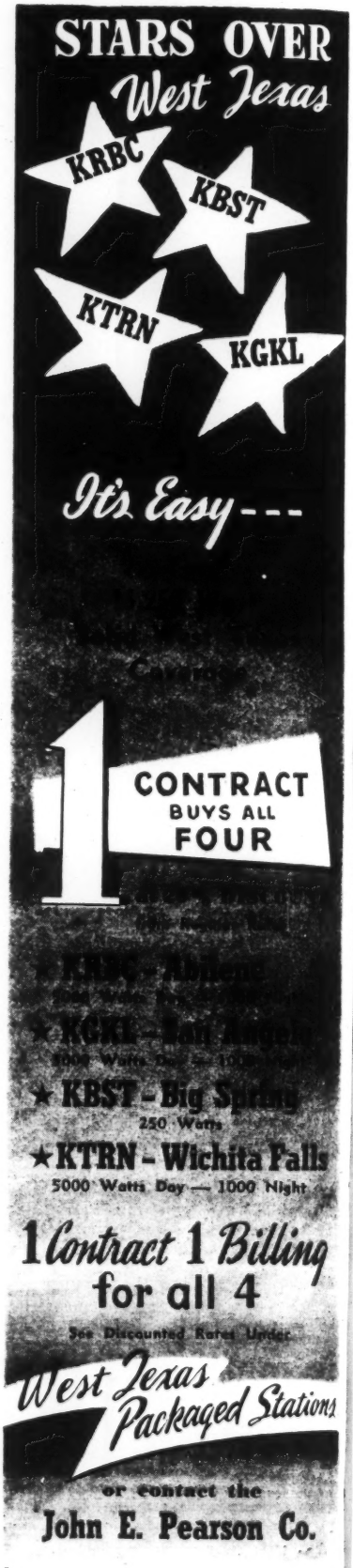
WEWS (TV) Cleveland—Scripps-Howard Radio. Requests ERP change on vhf Ch. 5 from 16 kw visual and 8 kw aural to 93 kw visual and 46.5 aural. Filed May 22.

WHIO-TV Dayton, Ohio—Miami Valley Bcstg. Corp. Seeks increase of antenna height above average terrain from 1140 ft. to 1145 ft. Assigned vhf Ch. 13. Filed May 22.

WMAC-TV Massillon, Ohio—Midwest TV Co. Requests ERP drop on uhf Ch. 23 from 99 kw visual and 50 kw aural to 14.6 kw visual and 7.3 aural, and relocate studio-transmitter from 5½ mi. NW of city to 12th St. extension and Woodlawn Ave., 3 mi. E. of city. Antenna height 583 ft. Filed May 22.

KBES-TV Medford, Ore.—Southern Orange Bcstg. Co. Seeks ERP boost on vhf Ch. 5 from 19 kw visual and 9.8 kw aural to 29.2 kw visual and 15.9 aural and decrease in antenna height above average terrain from 460 ft. to 429 ft. Filed May 22.

KRIO-TV McAllen, Tex.—Tex. State Network. Requests ERP change on uhf Ch. 20 from 86 kw visual and 49 kw aural to 565.6 kw visual and 296.4 kw aural; relocate transmitter and studio from US Hwy. 281, 1.5 mi. N. of Pharr city limits to (transmitter) Donna Rd., 3 mi S of Southern Pacific RR, N of Donna and to (studio) S of US Hwy. 83, 0.8 mi. W of E city limits, McAllen. Filed May 22.



TV Station Deletions

WTVS (TV) Gadsden, Ala.—Jacob A. Newborn Jr. Requests deletion of CP for Uhf Ch. 21, granted Nov. 11, 1952. Cites engineering difficulties due to mountainous terrain and "failure of programming and advertising to materialize as expected." Requested May 22.

KTVA (TV) Austin, Tex.—Tom Potter. Requests deletion of CP for uhf Ch. 24, citing difficulties of locating site and obtaining equipment. Mr. Potter is permittee of WTVT (TV) Chattanooga. Requested May 22.

NEW AM STATIONS . . .

Decisions

Decatur, Ala.—J. B. Falt Jr., granted 1490 kc, 250 w unlimited. Estimated construction cost $11,785, first year operating cost $26,400, first year revenues $32,000. PO address Box 405, Huntsville, Ala. Mr. Falt is president and 60% owner of WFUN Huntsville. Granted May 20.

Fairfield, Ill.—Wayne County Bcstg. Co., granted 1390 kc, 500 w day. Estimated construction cost $18,866, first year operation cost $36,000, first year revenues $50,000. PO address Box 31, Carmi, Ill. Equal partners are Thomas Smoot Land, general manager and 9.4 owner of WROY-AM-FM Carmi, and Bryan Davidson, general manager WRAY Princeton, Ind. Granted May 20.

Lake City, S. C.—Lake City Bcstg. Co., granted 1260 kc, 1 kw daytime. Estimated construction cost $22,589, first year operating cost $26,500, first year revenues $32,500. PO address 211 S. Alexander St., Florence, S. C. Principals are President James O. Tice Jr., (41%), former CBS announcer, and Mrs. John Truluck (23%), farm manager. Granted May 20.

Call Letters Assigned

KVPI Ville Platte, La.—Ville Platte Bcstg. Co., 1050 kc, 250 w daytime.

KCHR Charleston, Mo.—S. Mo. Bcstg. Co., 1350 kc, 500 w daytime.

WDIX Orangeburg, S. C.—WRNO Inc., 1450 kc, 250 w unlimited. Changes from WRNO effective July 4.

KCSU Provo, Utah—Central Utah Bcstg. Co., 1400 kc, 250 w unlimited. Formerly KLDS.

Applications

Dickson, Tenn.—Joe M. Macke, 1260 kc, 1 kw daytime. Estimated construction cost $40,000, first year operating cost $60,000, first year revenues $80,000. PO address 322 E. 2nd St., Covington, Ky. Mr. Macke is a farmer and distributor of surgical supplies. Filed May 13.

Application Dismissed

Winchester, Ky.— Marvin L. Thompson. At request of attorney, dismissed bid for 1380 kc, 500 w daytime. Dismissed May 20.

EXISTING AM STATIONS.

Decisions

KUGN Eugene, Ore.—KUGN Inc. Granted power change on 590 kc from 1 kw unlimited to 5 kw day, 1 kw night. Granted May 20.

Application

WBUT Butler, Pa.—Eagle Printing Co. Requests power drop on 1050 kc from 500 w to 250 w. Filed May 22.

NEW FM STATIONS. . .

Decisions

Lenoir, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. (WLIL), granted new FM station on Ch. 246, ERP 9 kw. Estimated construction cost $6,600, first year operating cost $1,500, first year revenues $500. Granted May 20.

Call Letters Assigned

KCHR-FM Charleston, Mo.—S. Mo. Bcstg. Co., 100.1 mc, ERP 450 w. Formerly KCHR (FM).

EXISTING FM STATIONS . . .

Decisions

WKFM KFML Roanoke Rapids, N. C.—WCBT Inc. Granted ERP drop on 98.5 mc from 16 kw to 10 kw. Granted May 20.

WRRN (FM) Warren, Pa.—Northern Allegheny Bcstg. Co. Granted ERP change on 92.3 mc from 2.3 kw to 3 kw. Granted May 20.

KCMS (FML Manitou Springs, Colo.—Garden of the Gods Bcstg. Co. Requests frequency change from 100.0 mc to)04.9 mc; ERP 623. Filed May 21.

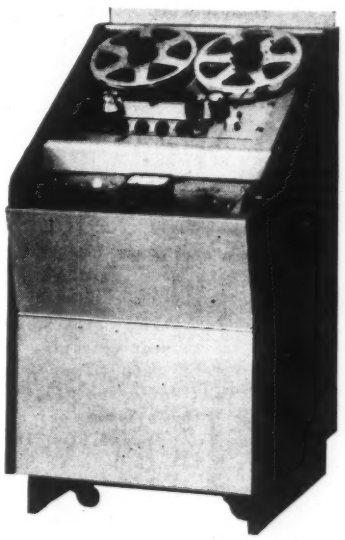
OWNERSHIP CHANGES . . .

Decision

WBRC-AM-TV Birmingham, Ala.—Birmingham Bcstg. Co. Granted transfer of control from Eloise H. Hanna to Storer Bcstg. Co., which acquires all stock for $2.4 million. Conditional on Storer's selling WSAI-AM-FM Cincinnati. Granted May 20.

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds — 7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. — ± 2 db from 30 to 15,000 cycles
7½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3¾ in/sec. — ± 2 db from 50 to 7,500 cycles

• A NEW MODEL *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• A NEW SLANT *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator — tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• A NEW STANDARD *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• A NEW REASON *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field — radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

If you plan for tomorrow, buy AMPEX today

For further details write today to Dept. D-1228C

AMPEX
ELECTRIC CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIFORNIA

"IT'S MAGIC"

says Jack
no magic here tho
Just Profits in the
overnight growth
of TV sets in
KOLN-TV area

November 1952
28,000 sets
DuMont
Research
Report

March 1953
37,790 sets
Television
Magazine
Report

April 1953
56,147 sets
Radio-TV
Manufacturers
Assoc. by Counties
Report

KOLN-TV
Channel
12

LINCOLN, NEBRASKA

Contact Your Nearest WEED Television Representative	DuMont
	26,900 Watts-Visual
	13,400 Watts-Aural

FOR THE RECORD

Applications

WOWL Florence, Ala.--Radio Muscle Shoals Inc. Requests acquisition of negative control by President Richard Biddle (presently 33%) through purchase of newly issued stock. Consideration $5,000. Filed May 22.

KCNA-AM-TV Tucson--Catalina Bcstg. Co. Requests voluntary acquisition of control by Erskine Caldwell, fiction writer, who increases holding from 32.8% to 51%. Involves withdrawal of stockholders William Small, William H. Johnson and Mrs. Claire Ellinwood (total 44%) and transfer of stock to mr. Caldwell, minority stockholder John B. Mills and new party, H. H. Davis, son of Don Davis, WHB Kansas City. Consideration $39,159. Filed May 21.

KFVD Los Angeles--Standard Bcstg. Co. Requests assignment of license to new partnership, deleting William M. Burke, deceased, and adding several minors of Burke family. Transfer accomplished as gifts. Filed May 20.

KBOP Pleasanton, Tex.--Atascosa Bcstg. Co. Requests assignment of license to Ben L. Parker, present 50% partner, by purchase of half interest of Marguerite Drain for $15,000. Filed May 21.

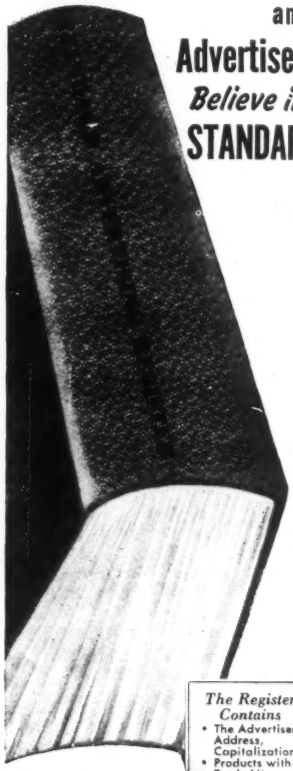
HEARING CASES . . .

Decisions

Fort Wayne, Inc.--Northeastern Indiana Bcstg. Co. (WKJG), FCC announced final decision granting uhf Ch. 33 (584-590 mc); ERP 270 kw visual, 143 kw aural; antenna height above average terrain 775 ft.. Estimated construction cost $292,000, first year operating cost $224,325, revenue $225,000. Post Office address: 220 East Jefferson St., Fort Wayne 2, Ind. Studio location: 220 East Jefferson St. Transmitter location: Maples Road off Decatur Road. Geographic coordinates 41° 00' 10" N. Lat., 85° 05' 50" W. Long. Transmitter GE, antenna GE. Legal counsel Pierson & Ball, Washington. Consulting engineer George E. Gautney, Washington. Principals include President Clarence L. Schust (28.52%), Vice President and Treasurer H. Leslie Popp (28.52%), Vice President and Secretary Edward G. Thoms (18.76%) and Walter L. Thoms (18.76%) Final decision May 21.

Evansville, Ind. New TV, vhf Ch. 7. S. Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464)--FCC granted petition of Chief of

STANDARD Believes in ADVERTISING and Advertisers Believe in STANDARD



The Register Contains
- The Advertiser, Address, Capitalization
- Products with Trade Names
- Corporate Executives
- Advertising Manager
- Sales Manager
- Printing Buyer
- Advertising Agency Handling Account
- Account Executives
- Advertising Media Used
- Advertising Appropriations
- Character, Extent of Distribution

WHEN time counts — and you want to know the brand name of a product — what company makes it — the names of the officers (especially the Advertising Manager, the Advertising Agency) — where they advertise and how much they spend — you'll realize why the STANDARD ADVERTISING REGISTER belongs on *your* desk.

Better get the facts. Just drop us a line on your company letterhead and we'll do the rest.

THE AGENCY LIST

Standard source of information about 3,000 U.S. and Canadian advertising agencies with data on their recognition, personnel, and over 30,000 clients. Issued three times a year — the AGENCY LIST is part of STANDARD'S complete service or may be purchased separately.

Free Write for colored illustrated booklet giving full information about the STANDARD ADVERTISING REGISTER and Supplementary Services. It's yours for the asking.

NATIONAL REGISTER PUBLISHING CO., INC.
130 West 42nd Street, New York 36, N. Y. — 333 N. Michigan Avenue, Chicago 1, Illinois

Broadcast Bureau to determine whether WEOA proposal would constitute hazard to air navigation and denied WIKY petition to modify hearing issues to change certain references from "applications" to "applicants." Action May 21; announced May 22.

Ft. Wayne, Ind. New TV, uhf Ch. 33. Northeastern Indiana Bcstg. Co. (WKJG) (Docket 10299) and News Sentinel Bcstg. Inc. (WGL) (Docket 10300)--Commission affirmed initial decision granting facilities to WKJG (see New TV Stations, Decisions). No exceptions had been filed. Ordered May 21; reported May 22.

Honolulu--New TV, vhf Ch. 2. Royal-tel (Docket 10475) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474)--Examiner Thomas H. Donahue granted indefinite continuance of hearing from May 27 on petition of KULA.

Gardner, Mass.--Nashua, N. H. For facilities: 1340 kc, 250 w unlimited. Gardner Bcstg. Co. (WHOBL K

Gardner Bcstg. Co. (WHOB) (Docket 9911) and City Bcstg. Corp., Nashua. (Docket 9910)--In final decision, granted WHOB bid to change from 1490 kc to contested facilities and denied City Bcstg. application for new station thereon. Commr. Bartley voted to deny both bids. Decision May 21; reported May 25.

Shreveport, La. New TV. vhf Ch 12. Southland TV Co. (BPCT-992) and Radio Station WRMD (KRMD)--Designated for hearing June 19. Ordered May 20; reported May 21.

KLCN Blytheville, Ark.--Harold L. Sudbury (BMP-5961). By memorandum opinion and order, FCC removed from hearing and reinstated previous grant to change from 1 kw daytime on 900 kc to 5 kw daytime on 910 kc. Decision May21; report-May 22.

NEW PETITIONS . . .

May 18

Chattanooga, Tenn. New TV, vhf Ch. 12. Southern TV Inc. (Docket 10472); Tri-State Tcstg. Corp. (Docket 10471), and WDEF Bcstg. Co. (WDEF) (Docket 10473)-- Tri-State petitioned to enlarge issues to include background and experience and also proposals with respect to management, operation and programming. On May 22 it petitioned for leave to amend its bid to revise financial and programming data and change studio location.

May 19

Coral Gables, Fla. New AM, 1490 kc, 250 w unlimited. Alan Henry Rosenson (BP-8152)--Applicant sought conditional grant in view of alleged invalid renewal application of WTTT for same facilities and abandonment of station.

WWPF Palatka, Fla. Application to change facilities from 800 kc to 1200 kc, 500 kw unlimited. Palatka Bcstg. Co. (BP-8740)--WFBN Indianapolis petitioned that bid be designated or hearing on ground that proposed operation would with its 1260 kc, 5 kw directional night signal.

Muskegon, Mich. New TV, uhf Ch. 35. Versluis Radio & TV Inc. (grantee) (Docket 10442)--Versluis asked that modification of CP filed May 15 be consolidated in hearing docket.

Steubenville, Ohio. New TV, vhf Ch. 9 WSTV Inc. (WSTV) (BPCT-1049) and John R. Osborne (BPCT-1680)--Mr. Osborne supplemented May 12 reply to WSTV answer to petition to strike or oppose petition to dismiss his bid.

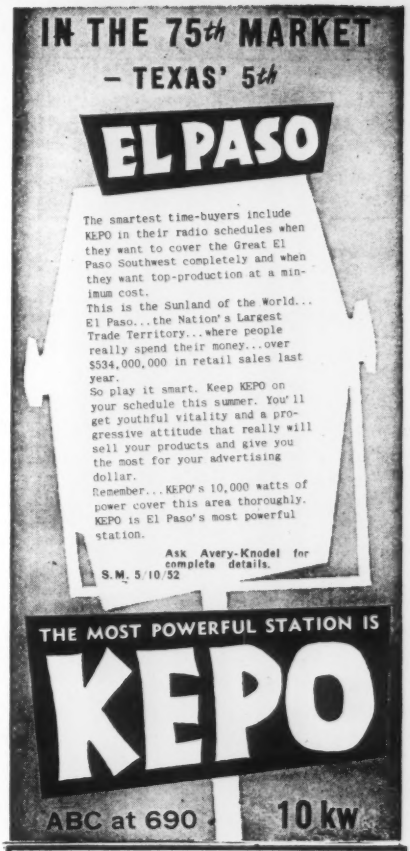
Denver, Colo. New TV, vhf Ch. 4. KMYR Bcstg. Co. (KMYR) (Docket 9043) and Metropolitan TV Co. (KOA) (Docket 10238) --NBC replied to KMYR's May 12 petition to strike its memorandum on ground it is no party. KMYR May 22 filed answer to KOA reply to its motion to strike certain of KOA's proposed findings as evidentiary, hence inadmissable, since record is closed.

May 20

Knoxville, Tenn. New TV, vhf Ch. 6. Mountcastle Bcstg. Co. (WROL) (Docket 10510) and WKGN Inc. (WKGN) (Docket 10511)--WKGN requested leave to amend bid to change studio and transmitter locations and operational and programming data.

Mobile, Ala. New TV, vhf Ch. 5. WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458)--Mobile TV answered WKRG-TV's opposition to its motion to add to hearing issues determination of WKRG-TV's financial qualifications. On same day Chief of FCC Broadcast Bureau sought to enlarge hearing issues to include determination whether Mobile TV's proposal would constitute hazard to air navigation. Also WKRG-TV filed opposition to Mobile TV's request to include whether grant to WKRG-TV would constitute violation of rules respecting multiple station ownership; in addition WKRG-TV filed statement of matters to be relied upon.

Beaumont, Tex. New T., vhf Ch. 6. Enterprise Co. (KRIC) (Docket 10268); Beaumont Bcstg. Corp. (KFDM) (Docket


IN THE 75th MARKET
– TEXAS' 5th
EL PASO
The smartest time-buyers include KEPO in their radio schedules when they want to cover the Great El Paso Southwest completely and when they want top-production at a minimum cost.
This is the Sunland of the World... El Paso...the Nation's Largest Trade Territory...where people really spend their money...over $534,000,000 in retail sales last year.
So play it smart. Keep KEPO on your schedule this summer. You'll get youthful vitality and a progressive attitude that really will sell your products and give you the most for your advertising dollar.
Remember...KEPO's 10,000 watts of power cover this area thoroughly. KEPO is El Paso's most powerful station.
Ask Avery-Knodel for complete details.
S.M. 5/10/52
THE MOST POWERFUL STATION IS
KEPO
ABC at 690
10 kw

10287), and KTRM Inc. (KTRM) (Docket 10288)--Chief of FCC Broadcast Bureau filed proposed findings of fact and conclusions regarding engineering proposals only. On May 25 KTRM, KFDM and KPIC filed full proposed findings of fact and conclusions.

May 21

Savannah, Ga. New TV, vhf Ch. 11. Savannah Bcstg. Co. (WTOC) (Docket 10519) Martin & Minard (Docket 10520)--Martin & Minard filed petition to dismiss without prejudice, citing inability to arrange supplemental financing to maintain both proposed TV and new Florida AM outlet.

Worcester, Mass. New TV, uhf Ch. 20. WTAG Inc. (WTAG) (Docket 10496) and Wilson Enterprises (Docket 10497)--WTAG petitioned for leave to amend application.

Lancaster, Pa. New TV, vhf Ch. 8. Peoples Bcstg. Co. (Docket 10365) and WGAL Inc. (WGAL-TV) (Docket 10366)--WGAL petitioned for review of examiner's ruling and pleaded that no depositions be taken by Peoples. On May 25 Chief of FCC Broadcast Bureau also asked that depositions not be taken.

May 22

Glenville, W.Va. Proposed assignment of vhf Ch. 5 (Docket 10470)--West Virginia Research Center petitioned that proposed channel be reserved for education. Appalachian Bcstg. Corp. requested that time for filing comments be extended from May 25 to June 3.

Evansville, Ind. New TV, uhf Ch. 62. Premier TV Inc. (Docket 10466) and W.R. Tuley (Docket 10467)--Mr. Tuley requested that his application be dismissed without prejudice. Consideration from Premier: out-of-pocket expenses.

World Wide Bcstg. System, Scituate, Mass. Renewal of licenses for WRUL (1-5) (Dockets 9503, 9504)--World Wide replied to Acting FCC General Counsel's petition requesting that new renewal applications be filed, accepting his point of view but requesting that filings be put off until Sept. 1 or that abbreviated applications be accepted July 1.

WMTV (TV) Madison, Wis.--Bartell TV Corp. (BMPCT-1054)--WMT-AM-FM-TV replied to Bartell's opposition to its request that subject call letters be canceled because of potential confusion.

HEARING CALENDAR. . .

Hearings in Progress

Chattanooga, Tenn.--New TV, vhf Ch. 3. WDOD Bcstg. Corp. (Docket 10438) and Mountain City Television Inc. (Docket 10439). Further hearing. Examiner J. D. Bond.

Evansville, Ind.--New TV, vhf Ch. 7 Contestants: South Central Bcstg. Corp. (WIKY) (Docket 10461), Evansville TV Inc. (Docket 10462), On the Air, Inc (WGBFL (Docket 10463) and WFBM Inc. (WEOA) (Docket 10464). Examiner Herbert Sharfman.

Spokane, Wash.--New TV, vhf Ch. 2. Hearing to begin. Examiner William Butts. Contestants: Louis Wasmer (KREM) (Docket 10422) and TV Spokane Inc. (KNEW) (Docket 10423).

Sacramento, Calif.--New TV, vhf, Ch. 10. Further hearing. Examiner Thomas H. Donohue. Contestants: McClatchy Bcstg. Co. (KFBK) (Docket 9013) and Sacramento Telecasters Inc. (Docket 10298).

Shreveport, La.--New TV, vhf Ch. 3. Con Salisbury Bcstg. Corp. (Docket 10478). Examand International Bcstg. Corp. (KWKH) (Docket 10477). Examiner Basil Cooper.

Portland, Ore.--New TV, vhf Ch. 6. Further hearing. Examiner Elizabeth C. Smith. Contestants: Mt. Hood Radio & TV Bcstg. Corp. (KOIN) (Docket 10316) and Pioneer Bcstrs. Inc. (KGW) (Docket 9136). Respondent: KPOJ Merger is proposed between (98* and KGW to eliminate hearing (B.T., May 25).

Lancaster, Pa.--New TV, vhf Ch. 8. Pre-hearing conference. Examiner J.D. Bond. Peoples Bcstg. Co. (Docket 10365) and Pioneer Bcstrs. Inc. (KGW) (Docket 10366).

San Juan, P.R.--New TV, vhf Ch. 4. Further hearing. Contestants: American Colonial Bcstg. Corp. (WKVM) (Docket 10437) and Jose Ramon Quinones (WAPA) (Docket 10436). Examiner Benito Gaguine.

June 3

Tampa-St. Petersburg, Fla.--New TV, vhf Ch. 13. Further hearing. Examiner Basil P. Cooper. Contestants: Tampa Times Co. (WDAE Tampa) (Docket 10255) and Tampa TV Co. (20% owned by Walter Tison, operator of WALT Tampa) (Docket 10330).

June 8

Allentown, Pa.--New TV, uhf Ch. 39. Contestants: B. Bryan, Olivia and Reuel Musselman and Albert Paul Wentz (BPCT-1001).

Allentown, Pa.--New TV, uhf Ch. 67. Contestants: Penn-Allen Bcstg. Co. (BPCT-468) and Allentown TV Corp. (BPCT-1241).

Lebanon, Pa.--New TV, uhf Ch. 15. Contestants: Lebanon TV Corp. (Docket 10459) and Steitz Newspapers Inc. (Docket 10460). Examiner Benito Gaguine.

June 15

Sacramento, Calif.--New TV, uhf Ch. 40. Examiner Thomas H. Donohue. Contestants: Ashley L. Robinson and Frank E. Hurd. d/b as Cal Tel Co. (Docket

We Have Realized a
Nice Increase
In Our Sales

In a recent letter, Loft Candy Shops reports, "We have realized a nice increase in our sales in the past six weeks. We feel this is entirely due to the splendid way in which you have handled our promotions and general publicity."

National Spot Advertisers Take Note!

Syracuse merchants know what keeps their cash registers ringing. That's why they continue to advertise on WSYR in record volume. WSYR gives them up to 239% more daytime audience families than other local stations according to SAMS and Nielsen.

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
570 KC

NBC Affiliate In Central New York

JET FIRE
MERCHANDISING
IN THE TRI-CITY AREA
TO GIVE YOUR PRODUCT
TIME PLUS
WPTR
50,000 WATTS
UPSTATE NEW YORK'S
LEADING INDEPENDENT
ALBANY SCHENECTADY-TROY
ASK YOUR
WEED REPRESENTATIVE

10341) and Maria Helen Alvarez (Docket 10340).

Savannah, Ga.--New TV, vhf Ch. 11: Savannah Bcstg. Co. (WTOC) and Martin & Minnard.

Savannah, Ga.--New TV, vhf Ch. 3: WSAV Inc. (WSAV) and WJIV-TV Inc. (WJIV).

Chattanooga, Tenn.--New TV, vhf Ch 12. Contestants: Southern TV Inc. (Docket 10472). Tri-State Telecasting Corp. (Docket 10471) and WDEF Bcstg. Co. (WDEF) (Docket 10473). Examiner J.D. Bond.

Knoxville, Tenn.--New TV, vhf Ch. 10: Scripps-Howard Radio Inc. (WNOX); Radio Station WBIR (WBIR), and Tenn. TV Inc.

Knoxville, Tenn.--New TV, vhf Ch. 6: Mountcastle Bcstg. Co. (WROL) and WKGN Inc. (WKGN).

Trenton, N.J.--New TV, ufh Ch. 41: Morrisville Bcstg. Co. (WBUD) and Peoples Bcstg. Co. (WTTM).

June 19

Shreveport, La.--New TV, vhf Ch. 12. Contestants: Southland TV Co. (BPCT-992) and Radio Station KRMD (KRMD).

June 22

Evansville, Ind.--New TV, ufh Ch. 62. Contestants: Premier TV Co. Inc. (Docket 10466) and W.R. Tuley (Docket 10467). Examiner Fanney Litvin. Tuley has requested dismissal of his bid.

June 29

Akron, Ohio--New TV, uhf Ch. 61. Contestants: Matta Enterprises (Docket 10468) and Allen T. Simmons (WADC) (Docket 10469). Examiner James D. Cunningham.

August 13

KDIA August, Calif.--License renewal. Hearing set for Auburn. Examiner not designated. (Docket 10405).

Hearings Without Date

Sacramento, Calif.--New TV, uhf Ch. 36. Examiner Thomas H. Donohue. Contestants: John Poole Bcstg. Co. (Docket 10342) and Jack O. Gross (Docket 10343). Mr. Gross proposes to withdraw if FCC simultaneously issues grant to Poole.

Salinas-Monterey, Calif.--Sec. 309 (c) protest hearing on share-time grants on vhf Ch. 8 to Salinas Bcstg. Corp. (KSBW Salinas) (Docket 10445) and Monterey Radio-TV Co. (KMBY Monterey) (Docket 10446). Protestant is KICU (TV) there.

Honolulu, Hawaii--New TV, vhf Ch. 2. Contestants: Royaltel (Docket 10474) and Pacific Frontier Bcstg. Co. (KULA) (Docket 10474). Examiner Thomas Donahue.

Wichita, Kan.--New TV, vhf Ch. 3. Further hearing. Examiner Hugh B. Hutchison. Contestants: Radio KFH Co. (KFH) (Docket 10259), Taylor Radio & TV Corp. (KANS) (Docket 10260) and Wichita TV Corp. (Docket 10261).

KVOL Lafayette, La.--Modification of permit to change daytime power from 1 kw to 5 kw, operating on 1330 kc full time directional night (Docket 9739:BMP-5098). Applicant has petitioned for grant without hearing.

Muskegon, Mich.--New TV, uhf Ch. 35. Further hearing Sec. 309 (c) protest proceeding. Versluis Radio & TV Inc. Permittee of WTVM (TV). Resulted from protest of grant by Music Bcstg. Co. operator WGRD Grand Rapids. Examiner Gifford Irion. (Docket 10442).

Duluth, Minn.-Superior, Wis.--New TV, vhf Ch. 5. Further hearing. Examiner Herbert Scharfman. Contestants: Ridson Inc. (WDSM) Superior (Docket 10291) and Lakehead Telecasters Inc. (WREX Duluth) (Docket 10292). Merger has been proposed and Lakehead seeks dismissal. (B.T., March 30). Head of the Lakes Bcstg. Co., Duluth. Ch. 3 applicant, seeks amendment to Ch. 6.

Duluth, Minn.-Superior, Wis.--New TV, vhf Ch. 3. Hearing to begin. Examiner Examiner Herbert Scharfman. Contestants: Head of the Lakes Bcstg. Co. (WEBC Duluth) (Docket 10289) and Red River Bcstg. Co. (KDAL Duluth) (Docket 10290). Head of the Lakes has filed for amendment to Ch. 6 and consolidation with Ridson Inc.

Rochester, N.Y.--Sec. 309 (c) protest hearing on share-time grants on vhf Ch. 10 to WHEC Inc. (WHEC) (Docket 8968) and Veterans Bcstg. Co. (WVET) (Docket 10447). Protestant is WSAY there.

Canton, Ohio--New TV, uhf Ch. 29. Hearing to begin. Examiner Fanney N. Litvin. Contestants: Brush-Moore Newspapers Inc. (WHEC) (Docket 10272) and Stark Telecasting Corp. (WCMW) (Docket 10273). Additional uhf channel to be sought after June 2.

Portsmouth, Ohio--New TV, uhf Ch. 30. Woodruff Inc. (Docket 10440). FCC to decide whether to retain application in hearing status after Brush-Moore Newspaper dismissal.

WVCH Chester, Pa.--Existing AM. Application to increase power from 250 w to 1 kw. Operating daytime on 740 kc. Examiner Gifford Irion (Docket 10089). Parties respondent: WBMD Baltimore and WGSM Huntington, N. Y.

Beaumont-Port Arthur, Tex.--New TV, vhf Ch. 2. Hearing to begin. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC Port Arthur) (Docket 10285) and Smith Radio Co. (Docket 10352).

Port Arthur, Tex.--New TV, vhf Ch. 4. Examiner Annie Neal Huntting. Contestants: Port Arthur College (KPAC) (Docket 10285) and Smith Radio Co. (Docket 10352).

Theatre Television--Allocation of frequencies for exclusive theatre TV circuits. Before Commission en banc. (Docket 9552).

KEAR San Mateo, Calif.--Power boost from 1 kw to 10 kw unlimited on 1550 kc

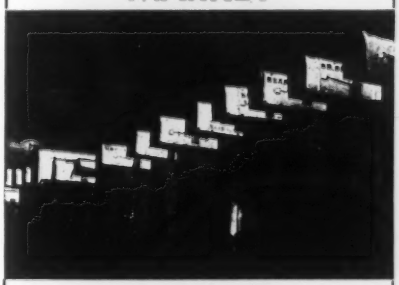
YOU GET INTO MORE MIDWEST HOMES with Lee STATIONS

kglo
MASON CITY, IOWA
1300 KC — 5000 Watts
Full Time, CBS
Affiliated with WTAD, Quincy, Illinois

WTAD
QUINCY, ILLINOIS
930 KC . . . 5000 Watts, day
. . . 1000 Watts, night, CBS
Affiliated with KGLO, Mason City, Iowa

For availabilities, write:
Walter J. Rothschild,
National Sales Manager,
Lee Stations
Represented by Weed & Company

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

BMI "Pin Up" Hit

'MANY ARE THE TIMES'

published by

WEISS & BARRY, INC.

RECORDED BY

DON CORNELL. . . . . (Coral)

JUNE VALLI. . . . . (Victor)

BUDDY DeFRANCO. . . . (MGM)

BROADCAST MUSIC, INC.

580 FIFTH AVE., NEW YORK 36

NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

FOR THE RECORD

(BP-8514). KFBK Sacramento party to proceeding.

KSGM Ste. Genevieve, Mo.--Power boost on 980 kc from 500 w to 1 kw and limit directional antenna to night only (BP-8448). KMBC Levelland, Tex., made party.

Brownfield, Tex.--New AM, 1250 kc, 1 kw daytime. Brownfield Bcstg. Co. (BP-8540). KLVT Levelland, Tex., made party.

Kane, Pa.--New AM, 960 kc, 500 w daytime. Contestants: Hilltop Management Corp. (BP-8577) and Northern Allegheny Bcstg. Co. (BP-8671).

Fort Wayne, Ind.--New TV, uhf Ch. 69. Further hearing. Examiner Annie Neal Huntting. Contestants: Radio Fort Wayne Inc. (WANE) (Docket 10425) and Anthony Bcstg. (Docket 10424).

Mobile, Ala.--New TV, vhf Ch. 5. Contestants: WKRG-TV Inc. (Docket 10457) and Mobile TV Corp. (Docket 10458). Examiner H. Gifford Irion.

Worcester, Mass.--New TV, uhf Ch. 14. Salisbury Bcstg. Corp. (Docket 10478). Examiner William G. Butts.

May 21 Decisions

BY COMMISSION EN BANC

Advised of Hearing

WVOK Birmingham, Ala., Voice of Dixie Inc. — Is being advised that application (BP - 8548) to increase height of SW tower and change ant. system involves interference considerations which indicate necessity of hearing.

Highlite Bcstg. Co., Killeen, Tex. — Is being advised that application (BP - 8288), for new AM on 1050 kc, 250 W-D, involves considerations which indicate necessity of hearing.

WWPA Williamsport, Pa., Williamsport Radio Bcstg. Assoc. Inc. — Is being advised that application (BP - 8699) to change operation from 1340 kc, 250 w unl. to 1330 kc, 5 kw, DA-DN, unl., involves interference and other engineering considerations which indicate necessity of hearing.

Abbeville Bcstg. Co., Abbeville, S. C. — Is being advised that application (BP - 8743) for new AM on 1300 kc, 1 kw-D, involves interference considerations which indicate necessity of hearing.

May 21 Applications

ACCEPTED FOR FILING

Modification of CP

Luther M. Jones, Jackson, Ohio — Mod. CP (BP - 8435), which authorized new AM, for approval of ant. and trans. location; specify studio location, and change type trans. (BMP - 6209).

WJWS South Hill, Va., Mecklenburg Bcstg. Corp. — Mod. CP (BP - 8710), as reinstated, which authorized new AM, for approval of ant., trans. and studio locations (BMP - 6208).

Renewal of License

Following stations request renewal of license:

WGBG Greensboro, N. C., Greensboro Bcstg. Co. (BR - 2391) Resubmitted); KAKC Tulsa, Okla., Public Radio Corp. (BR - 1535); KCRW (FM) Santa Monica, Calif., Santa Monica School Board (BRED - 10); WJAC - TV

the magnecord Voyager

ONE-CASE PORTABLE TAPE RECORDER

- Lightens all remote work.
- A professional portable recorder and amplifier in a single case.
- Lightweight, rugged, reliable.
- Zero level output. Frequency response flat from 50 — 15,000 cps ± 2 db.

For demonstration, see your Classified Telephone Directory under "Recorders", or write

Magnecord, INC.

Dept. B-6 • 225 West Ohio Street

Chicago 10, Illinois

NOW!

output uniformity

with SOUNDCRAFT PROFESSIONAL RECORDING TAPE

it's micro-polished*

Perfect reproduction — *that's* the reason you'll want to use Soundcraft Professional Recording Tape. Every high is crisp, clean —every low clear, full-bodied. Soundcraft Tape is *Micro-Polished;* polished, buffed and re-polished to a glossy smoothness, to produce greater output uniformity, lower distortion, improved high frequency response, better head contact and longer head life.

If you want quality second to none, be sure to ask for Soundcraft Professional Tape . . . the one and only *Micro-Polished* tape!

REEVES SOUNDCRAFT CORP.

Dept. N - 6 1

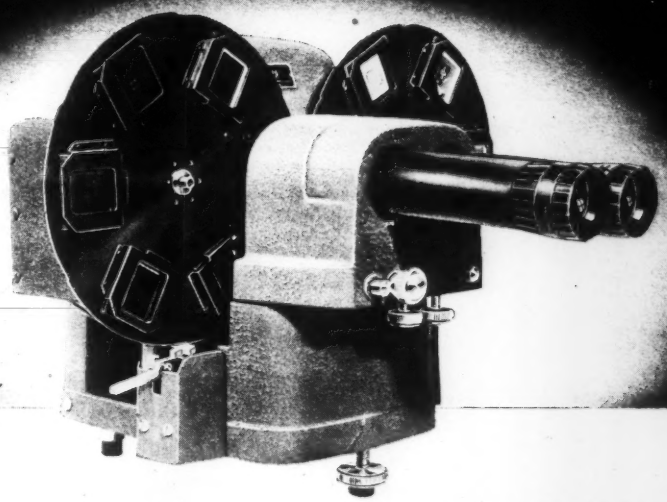
10 East 52nd Street

New York 22, N. Y.

*PAT. APPLIED FOR

NEW Gray Telojector

—for automatic projection of 2x2 slides in unlimited, uninterrupted sequence!



You've *always* needed it—for low-cost, professional-quality TV commercials—and here it is! Gray Research, maker of Telop, Telop II and other specialized TV equipment, proudly announces the new Gray TELOJECTOR. This compact, portable unit gives you *remote control* projection of standard 2x2 slides in uninterrupted sequence . . . with studio effects of fading, lapping and superimposition.

In the TELOJECTOR, projection alternates between two lens systems. Two loaded slide turrets give you a sequence of twelve slides. Additional loaded turrets can be substituted in seconds, providing an *unlimited* sequence. Overall dimensions: 14½" x 18½" x 16". Weight: 32 pounds.

This new Gray TELOJECTOR solves many problems for large and small stations alike. Production is underway. Get *all* the facts —*now!*

At the NARTB Convention, visit Room 2109, Hotel Biltmore

GRAY RESEARCH

AND DEVELOPMENT CO., INC., HILLIARD STREET, MANCHESTER, CONN.

Division of The GRAY MANUFACTURING COMPANY—Originators of the Gray Telephone Pay Station and the Gray Audograph and PhonAudograph

it TAKES MORE than a

TRANSMITTER!

You know that, of course. A new television station takes people. . .trained engineering and production personnel.! The question is: where will you get them?

The answer is this: you can use your radio-trained personnel IF they receive specialized instruction!

SOUTHEASTERN offers professional Television Engineering and Production classes designed specifically for those with radio/electronics experience. No elementary instruction is necessary. Instructors are experienced TV engineers, producers, announcers, set designers, film editors, etc.—all holding key positions with a leading TV station. Students work in a fully-equipped studio on an actual television operating schedule, using every type of TV equipment. . .they acquire knowledge of the equipment of all manufacturers.

Smooth out your radio-to-television transition right now! Get the facts about SOUTHEASTERN's professional training courses. Write for complete information. . .today! New classes begin every six weeks.

SOUTHEASTERN RADIO AND TELEVISION INSTITUTE

NASHVILLE, TENNESSEE

You Get

COMPETENT TOWER ERECTION

When Entrusted to...

ETS

ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9046

Competent installation and erection of all types towers and antennas

Johnstown, Pa., WJAC Inc. (BRCT - 37); WPTZ (TV) Philadelphia, Pa., Philco Corp. (BRCT - 4); WPAL-TV San Antonio, Tex., Southland Industries Inc. (BRCT - 45).

May 22 Decisions

ACTIONS ON MOTIONS

By Comr. Frieda B. Hennock

American Colonial Bcstg. Corp., San Juan, P. R. — Granted petition to withdraw petition for enlargement of issues and petition to enlarge was dismissed (Docket 10437; BPCT - 1036).

Radio Station WFVG, Fuquay Springs, N. C. — Granted petition for acceptance of late filing of appearance in proceeding re-application of Merchant & Farmers Station, Raleigh, N. C. (Docket 10406; BP - 8379).

WEAT Palm Beach, Fla., James Robert Meachem — Granted petition to amend application (Docket 10146; BP - 8179) in order to submit Exhibit 3d, which is extension of option shown as Exhibit 3 in said application.

KOB Albuquerque, N. M., Albuquerque Bcstg. Co. — Granted petition for extension of time from May 18 to May 28 to file reply to exceptions and brief of American Bcstg. - Paramount Theatres Inc. to initial decision re KOB application for extension of SSA (Docket 10336).

WAYS Charlotte, N. C., Inter-City Adv. Co. of Charlotte — Granted petition for acceptance of late filing of appearance re Darlington S. C. (Docket 10403; BP - 8158).

WJR Flint, Mich., The Goodwill Station Inc. — Granted petition for extension of time to and including June 8, to file exceptions to initial decision re application and that of Trebit Corp. and W. S. Butterfield Theatres Inc., Flint (Dockets 10268 et al).

By Hearing Examiner Benito Gaguine

The Penn-Allen Bcstg. Co., Allentown, Pa. — Granted petition to amend application for CP for TV station (Docket 9045; BPCT - 486), so as to add new stockholders and subscribers, expanded financing on basis of such new stockholders and subscribers, and consequent expanded facilities and programming and changes in trans. site.

Allentown Television Corp., Allentown, Pa — Granted petition to amend application for CP for new TV to show acquisition of interest in broadcast station by Vic Diehm Assoc. Inc., and additional commitment for funds (Docket 10495; BPCT - 1008).

By Hearing Examiner J. D. Bond

Tri-State Telecasting Corp., Chattanooga, Tenn. — Granted petition to amend application for CP for new TV (Docket 10472; BPCT - 983) to show recent changes in minority stock ownership, in estimated cost of operation, in estimated revenues and in programming plans of applicant.

WGAL - TV Lancaster, Pa., WGAL Inc. and Chief, Broadcast Bureau — Denied motions that depositions proposed by Peoples Bcstg. Co., Lancaster, Pa., be not taken; ordered that deposition taking indicated by notice shall not serve to postpone commencement of hearing in this proceeding (Dockets 10365, Peoples application for CP for new TV); (Docket 10366, WGAL-TV application for CP to change site, increase power and ant, height and for regular operation on Ch. 8.)

Peoples Bcstg. Co., Lancaster, Pa. and WGAL-TV Lancaster, WGAL Inc. — Ordered that hearing of evidence in this proceeding (Dockets 10365; 10366) shall be commenced in Washington, D. C., on June 1.

Southern Television Inc., Chattanooga, Tenn. — Granted petition to amend TV application to show resignation of secretary-treasurer and election of new one (Docket 10471; BPCT - 931).

By Hearing Examiner Herbert Sharfman

Evansville Television Inc., Evansville, Ind. — Granted petition to amend application for CP for new TV by (1) increasing estimated cost of construction and expenses of operation; (2) changing method of financing; (3) proposing changes in program classifications and percentages and program change; (4) proposing additional studio, and (5) proposing certain engineering mathematical recomputations (Docket 10462; BPCT - 934).

By Hearing Examiner James D. Cunningham

Abraham Klein, New York, N. Y — Granted petition to amend application for CP for one-way signaling station in Domestic Public Land Mobile Radio Service (Docket 10443) to change type ant. originally specified.

By Hearing Examiner Thomas H. Donahue

Pacific Frontier Bcstg. Co., Honolulu, T.H. — Upon agreement of parties granted petition for indefinite continuance of hearing, now scheduled for May 27, re application and that of Royaltel, Honolulu (Docket 10474; BPCT - 923) (Docket 10475; BPCT - 945).

By Hearing Examiner H. Gifford Irion

WKRG - TV Inc., Mobile, Ala. — Granted petition to amend application for CP for new TV so as to specify addresses of main and auxiliary studios (Docket 10457; BPCT - 690).

By Hearing Examiner Basil P. Cooper

KTBS Inc., Shreveport, La., International Bcstg. Corp. — Granted petition of KTBS Inc. to amend TV application to make current the financial proposals of corporation and to reflect current financing arrangements and estimates (Docket 10476; BPCT - 464); granted petition of International to amend TV application (Docket 10477; BPCT - 505) to make certain corrections and substitutions, reflect interest in recently filed TV application, etc.

By Hearing Examiner Annie Neal Huntting

The Enterprise Co., Beaumont, Tex.— Granted in part petition for corrections in various respects to transcript of hearing re application (Dockets 10286 et al); certain of requested corrections which seemed appropriate as well as corrections in certain other minor details were made.

Beaumont Bcstg. Corp., Beaumont, Tex.— Granted petition for extension of time from May 18 to May 25 for filing proposed findings and conclusions of law in proceedings re application for CP for new TV (Docket 10287 et al).

Radio Ft. Wayne Inc., Ft. Wayne, Ind.— Granted petition for continuance of further hearing from May 15 to May 22 re application and that of Anthony Wayne Bcstg., Ft. Wayne, Ind. (Docket 10424; BPCT - 1040); (Docket 10425; BPCT - 1400).

By Comr. Frieda B. Hennock

North Pacific Television Inc., Portland,

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 I St., N. W., Wash. 6, D. C.
Executive 3-1230 Executive 3-5851
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone ORdway 8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

H. W. HOLT
RADIO ENGINEER
AM 33-2129 TV
41 Four Mile Road
West Hartford, Connecticut

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
Chestnut 4977
2026 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

Member AFCCE

QUALIFIED ENGINEERING
is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there

IF YOU
DESIRE TO JOIN
THESE ENGINEERS
in Professional card advertising

contact
BROADCASTING • TELECASTING
NATIONAL PRESS BLDG.
WASHINGTON 4, D. C.

These Engineers . . .
ARE AMONG THE
FOREMOST
IN THEIR FIELD

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

GET TEXAS MONEY!
Over Half Billion Dollars ... from our East Texas Oil Fie...
KFRO
...Voice of Longview... TEX...

WORLD FAMOUS
S-5
synchronous magnetic film recorder for motion pictures and television
STANCIL-HOFFMAN
7021 N. Highland Hollywood 38, Calif.
send for particulars

Roy Thompson,
WITH 28 years . . .
RADIO experience and . . .
TRADE know how, operates . . .
ALTOONA's most community-conscious station . . .
. . . and from community service comes community interest in your product.
Represented by Robert Meeker Associates
ABC

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

FOR THE RECORD

Ore.—Granted petition for extension of time to May 18 to file reply to petition to review order of hearing examiner filed by Cascade Television Co. on April 27.

May 22 Applications
ACCEPTED FOR FILING
License for CP

WCSH Portland, Me., Congress Square Hotel Co.—License for CP (BP-8810) which authorized installation of new trans. as auxiliary trans. (BL - 5011).

WHEB Portsmouth, N. H., WHEB Inc. — License for CP (BP - 8661) which authorized installation of new trans. (BL-5006).

WLFH Little Falls, N. Y., Rock City Bcstrs. — License for CP (BP - 8642) which authorized increase in power and change type trans. (BL - 5010 Resubmitted).

WLSE Wallace, N. C., Duplin Bcstg. Co. — License for CP (BP - 8171), as mod., which authorized new AM (BL - 5009).

WATS Sayre, Pa., Thompson K. Cassell — License for CP (BP - 8331) which authorized change in frequency (BL - 5007).

WLAF La Follette, Tenn., La Follette Bcstg. Co. — License for CP (BP - 8033), as mod., which authorized new AM (BL - 5008).

License Renewals

Following stations request renewal of license:

WJLD Jefferson County, Ala., Johnston Bcstg. Co. (BR-1174); KELD El Dorado, Ark., Radio Enterprises Inc. (BR-864); KAYS Hays, Kan., KAYS Inc. (BR-2163); WTCM Traverse City, Mich., Midwestern Bcstg. Co. (BR-1100); WFOR Hattiesburg, Miss., Forrest Bcstg. Co. (BR-725); WMIN St. Paul, Minn., WMIN Bcstg. Co. (BR-894); KVLF Alpine, Tex., Big Bend Bcstrs. (BR-1490); KGNC Amarillo, Tex., Plains Radio Bcstg. Co. (BR-389); KLYN Amarillo, Tex., Plains Empire Bcstg. Co. (BR-2272); KHUZ Borger, Tex., Radio Station KHUZ Inc. (BR-1436); KURV Edinburg, Tex., James Cullen Looney (BR-1801); KLUF Galveston, Tex., The KLUF Bcstg. Co. (BR-405); KHBR Hillsboro, Tex., Hill County Bcstg. Co. (BR-1939); KPLT Paris, Tex., North Star Bcstg. Co. (BR-905); KGKB Tyler, Tex., Lucille Ross Buford (BR-728); KVWC Vernon, Tex., Northwestern Bcstg. Co. (BR-994); KWFT Wichita Falls, Tex., Rowley - Brown Bcstg. Co. (BR-1004); WTON Staunton, Va., Charles P. Blackley (BR-1240); WBLK Clarksburg, W. Va., Ohio Valley Bcstg. Corp. (BR-923); WRON Ronceverte, W. Va. (BR-1854); WDTV(TV) Pittsburgh, Pa., Allen B. DuMont Labs. Inc. (BRCT-99).

Remote Control Operation

Following stations have filed for remote control operation of trans.:

WHMA Anniston, Ala., Anniston Bcstg. Co. (BRC-59); WHAV Haverhill, Mass., The Haverhill Gazette Co. (BRC-58); WOHI East Liverpool, Ohio, East Liverpool Bcstg. Co. (BRC-62); WMBS Uniontown, Pa., Fayette Bcstg. Corp. (BRC-60); KPDN Pampa, Tex., Top O' Texas Bcstg. Co. (BRC-61).

May 25 Applications
ACCEPTED FOR FILING
Modification of CP

KIBE Palo Alto, Calif., J. B. Rhodes — Mod. CP (BP-8361), which authorized change in D power and installation of new trans., for extension of completion date (BMP-6212).

WARB Covington, La., A. R. Blossom Inc. — Mod. CP (BP-8323), which authorized new AM, for approval of ant., trans. and studio locations and change type trans. (BMP-6214).

WRUM Rumford, Me., Rumford Pub. Co. — Mod. CP (BP-8382), which authorized new AM, for extension of completion date (BMP-6213).

KSRT (FM) Los Angeles, Calif., School of Radio Arts — Mod. CP (BPH-1105), as mod., which authorized new FM, for extension of completion date (BMPH-4826).

KEPO - TV El Paso, Tex., KEPO Inc. — Mod. CP (BPCT-1015), which authorized new TV, for extension of completion date (BMPCT-1138).

KHQ-TV Spokane, Wash., KHQ Inc. — Mod. CP (BPCT-885) as mod., which authorized new TV, for extension of completion date to 7-11-53 (BMPCT-1142).

Request CP

WEAU Eau Claire, Wis., Central Bcstg. Co.—CP to install new trans. as auxiliary trans. at Seymour Rd. (present location of main trans.) to be operated on 790 kc, 250 w, DA-N, for auxiliary pruposes only (BP-8877).

WWMW-FM Meriden, Conn., Silver City Crystal Co.—CP to change type trans. to RCA, BTF-3D, 3 kw (BPH-1861).

WJBK-FM Detroit, Mich., Storer Bcstg.

Southeastern Daytime
$150,000.00
Real producer with valuable real estate in rich single station market. Price includes sizeable cost and operating capital. Excellent terms available.

Texas
$60,000.00
(including operating capital)
Ideal opportunity in stable, lucrative market. Consistent profit market. $20,000.00 cash will handle.

Appraisals • Negotiations • Financing
BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager-salesman. New station starts June 10. College and railroad town. No competition - young go-getter. Send complete first letter WKYR, Keyser, W.Va.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B.T.

Northeastern Pennsylvania. NBC affiliate wants successful salesman with great faith in radio's future. Wonderful opportunity for man who can click in this market. Write full details to Box 762W, B.T.

Associate wanted to represent nationally known radio and newspaper sales organization in midwest. Box 768W, B.T.

Salesman-announcer. Metropolitan California indie. Salary and commission. Must be young, aggressive with successful sales record in competitive market. Box 811W, B.T.

Salesman, experienced. Established smalltown daytimer. Salary, expenses, bonus. Car and interview necessary. KBUD, Athens, Texas.

Salesman. Guarantee salary, car allowance plus commission - start with good billing. 24 years in this market with fine reputation and acceptance. Radio and TV affiliate of NBC. Growing community - good weather - good people. Give complete details plus photo. Write Roy T. Chapman, KTSM-KTSM-TV, El Paso, Texas.

Progressive New England station needs experienced salesman. Good potential. Liberal setup. Background and income requirements to WJOY, Burlington, VT.

Firm operating several stations has excellent proposition for young experienced salesman with no bad habits. Must be a ball-of-fire with good common sense. If you think you're the man, contact John Greene, Manager, WKMT, Kings Mountain, North Carolina.

Salesman. Vermont regional group. New Englander 25-35 preferable. Unusual opportunity for association with aggressive and expanding stations. Good guarantee. Rest is in your hands. Potential high. Personal interview required, but first write full details background and qualifications. Include picture. E. Dean Finney, Manager, North Country Station, St. Johnsbury, Vt.

Help Wanted (Cont'd)

Announcers

Announcer-disc jockey with proven successful DJ record in competitive large market operation. $85.00 start with regularly scheduled increases to $100.00 weekly. Station located large central-south market. TV future. Send audition, photo and complete background. Confidential. Box 369S, B.T.

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B.T.

Staff announcer for kilowatt independent. Small, friendly southern city. Good working conditions with a future for conscientious worker. Forward audition and resume to Box 577W, B.T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B.T.

Minnesota network station wants news director able to announce news, gather news and write news. Good salary. Box 763W, B.T.

Experienced announcer DJ, sincere pitch, handle board. Good pay. Progressive community near Chicago. Personal interview necessary. State age, experience. Box 764W, B.T.

Negro announcers interested in large southern market. Immediate opening. Give complete details and send disc. Box 774W, B.T.

Wanted - Network type disc jockey. Must be good. Starting pay $100.00 a week for 40 hours. Northern Virginia station. Box 786W, B.T.

Minnesota regional station needs first class engineer-announcer. Good salary. Must be good announcer. Box 800W, B.T.

Experienced announcer, good on news and commercials. Daytime kw, small town, pleasant working conditions. Complete information first letter, KALT, Atlanta, Tex.

Announcer, experienced only. Established small town daytimer. KBUD, Athens, Texas.

Desire newscaster, plus regular announcing. Give full resume of experience. KFRO, Longview, Texas.

Announcer who can handle board. Must have mature selling voice. New modern station. Available for work June 10th. 45 hour week. Starting salary $325.00 month. Send picture and tape to KLUK, Evanston, Wyo.

Splendid opportunity with fast growing independent. Opening for two experienced announcers. Rush tape to WJET, Erie, Pa.

Help Wanted (Cont'd)

Community station with progressive, successful operation needs top morning man-announcer. Excellent pay for right man. Send auditions and background to WJOY, Burlington, Vermont.

Announcer for 250 watt northern Michigan independent. Experience desired but not necessary. Must operate controls. Send letter, audition and salary requirements to WJPD, Ishpeming, Michigan.

Immediate opening with firm operating several stations for good experienced announcer at southern daytime independent. No big shots. Southern boy preferred. Contact John Greene, Manager, WKMT, Kings Mountain, N.C.

Announcer - first phone - news and DJ. Send background to WKNK, Muskegon, Mich.

Announcer, disc jockey, man who can sell merchandise on the air, in highly competitive Washington, D.C. market. Rush disc or tape-first letter. WPIK, Alexandria, Virginia.

Experienced announcer. Must be versatile. $70. up. Interview necessary. WVSC, Somerset, Pa.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B.T.

Transmitter engineer with first class license for permanent position at northern Ohio 1 kw. Car necessary. Forty hour week. Box 804W, B.T.

Got a first class ticket? New York state indie with TV future has immediate opening. Security for you. Box 805W, B.T.

Immediate opening for first class operator. WEAV, Plattsburg, N.Y.

Permanent position open for first phone engineer with car. Fulltime ABC affiliate. Give full details, first letter. WGEM, Quincy, Ill.

Engineer - WIKB, Michigan's summer resort territory. Permanent or vacation season. $220.00 per month, 40 hours base. No experience required. Car necessary.

Transmitter engineer. Possibility advancement to TV affiliate. Starting salary $52.50 - 40 hours. Contact Chief Engineer, WKAL, Rome, New York, 4972.

Transmitter engineer, car necessary, permanent for right man. 1000 watt newspaper affiliated ABC network station. Contact George Egli, WKTY, La Crosse, Wisconsin.

Engineer-announcer, $50.00 a week. Congenial small staff, excellent living conditions. WKUL, Cullman, Alabama.

Help Wanted (Cont'd)

Technicians: Station established radio 26 years now operating TV needs first class license technician. Excellent working conditions assured. Technicians with previous TV experience will start at $79.80 for 45 hour week. Slightly less for non-TV experience. Rapid increase to top rate. Merit pay increases. Call collect, Burton, WLBC-TV, Muncie, Indiana.

Transmitter engineer. 200 kw TV, 5 kw AM. Transportation furnished. Union scale. Contact Sherman Egan, WNBF-TV, Binghamton, N.Y.

Immediately - Experienced engineer-250 watter and FM. Chief leaving - need replacement. Will talk. All information first letter. C. Jim Murphy. WRLD, West Point, Georgia.

Production-Programming, Others

Copywriter needed immediately by fastest growing midwest advertising agency. Must have TV and radio background in both copy and production, capable of originating and following through on hard-selling ideas. This is a man-size job with a real future. Send picture, full particulars of background and salary requirements immediately to Box 787W, B.T.

Needed immediately for progressive independent southern city of 25,000, program director, announcer-news director, announcer-sports director, salesman and copysriter. Must be competent, conscientious and willing to assume authority. Excellent future for qualified personnel, preferably southern. References required, permanent positions. Complete data necessary including salary requirements Box 797W, B.T.

Experienced writer, male or female, salary open. Bob Mann, WPNX, Phenix City, Alabama.

Continuity writer-experienced, to write selling copy, radio now, television under construction. Permanent position with good salary and future. WTVH, 410 Fayette St., Peoria, Illinois.

Television

Salesmen

Experienced, record proven television salesmen for WMIN-TV, Minneapolis and St. Paul. This well known AM station plans to start telecasting soon on VHF Channel 11. Tremendous opportunity for topflight producers in nation's 12th largest retail market with television set circulation almost 400,000. Outline experience, performance record, age, domestic status first letter. Reply to WMIN, 611 Frontenac Place, St. Paul W4, Minnesota.

Technical

TV maintenance man for new VHF station - all new equipment - contact Glen Klein, Chief Engineer, KMMT, Austin, Minnesota.

Help Wanted (Cont'd)

Announcers

TV weatherman to double in staff announcing in midwest market. Experienced man desired immediately. Box 810W, B.T.

Situations Wanted

Managerial

General manager--twenty years. Management sales experience. Top references. Interested radio or TV. Box 727W, B.T.

Manager, plenty experienced. You'll make money or I'll resign. Salary plus commission. Box728W, B. T.

Manager-midwest, splendid background production, sales, management. Top references. Box 766W, B. T.

Returning to television after two years government service in Washington. Seeking post as assistant to manager of new television station or as program director. Male, married. Eleven years experience. Available now. Will answer all inquiries, of course. Write Box 770W, B.T.

Don't tolerate break-even operation. Can show profit in 90 days. Twelve years radio. Sober, dependable and aggressive Available now for market under 50,000 south or west. Box 776W, B.T.

General or commercial manager...experience in every phase of radio operation. Highly successful sales record as sales manager of very successful midwest independent. Best references. Box 802W, B.T.

Profits? This experienced manager increases them. Low overhead expert. Consider purchase. Box 1283, Burbank, California.

Salesmen

Alert, aggressive, successful salesman desires return radio. 28, draft free. Box 765W, B.T.

Salesman. Experience other fields. Broadcasting school background. Single, 25, vet WW II. Can announce. Tape, photo. Box 788W, B.T.

Topflight time salesman - employed. Seeks change. Philadelphia or N.Y. area. Box 813-W, B.T.

Announcers

Nighthawk with music-poetry program. Six years experience. Presently employed. Box 777W, B.T.

Sports announcer--play-by-play baseball, football, basketball. One of best. Box 590W, B. T.

Hey, New York, New Jersey, Connecticut, Pennsylvania stations! Announcer, Veteran, four years experience, available immediately. Box 713W, B.T.

Announcer-salesman, good staff man, strong on commercials and news. Family man. Prefer station within radius of 100 miles of Chicago, Ill. Audition, disc. Photo on request Box 721W, B.T.

Situations Wanted (Cont'd)

Announcer, experienced, Army Veteran, college graduate. Strong news, sports, DJ, commercials. Available July 1st. Box 737W, B.T.

Good, deep voice. Radio Announcing school and 20 months experience. Desire announcing position near Minneapolis. Box 748 W, B.T.

5 years, 15 stations. Summer or permanent. Minimum $65.00. Now. Box 767W, B.T.

Experienced announcer. Top news DJ, operate own control board. Prefer eastern stations. Box 769W, B.T.

Announcer DJ, sportscaster. Knows board. Trained in all phases. Experienced in sports. Young, single, college, draft exempt, ambitious too. Prefer eastern U.S. Box 771W, B.T.

Good announcer, no genius. Wants fair deal with assured future. Box 778W, B.T.

I would like to contact manager one of country's better stations, 5 kw up, TV future or straight TV, 3 or more station market. Would fill announcer-opening on sizeable, highly qualified, stable staff, demanding ability, several years varied experience, versatility, appearance, complete dependability Would be permanent position offering advancement, increased responsibilities. Presently employed non-TV opportunity, single, settle anywhere, best references. Start $75 minimum 40 hours. Detailed information on request, Box 780W, B.T.

Hillbilly disc work. Announcer. Country singer, guitar, piano. Must play personals. Permanent, progressive only. Tape, details request. Box 782W, B.T.

Staff announcer, program director. Five years commercial radio in two stations. Draft exempt, family, will travel for right opportunity. Minimum salary, $85 to $90 per week Detailed information and tape upon request. Box 783W, B.T.

Rhythm blues jockey. Can deliver. Top market desired. Personal interview. Box 792W, B.T.

Leading newscaster, reporter; now directing news staff; wants large market. Box 807W, B.T.

Morning man, deep voice, ten years, draft free. Top hillbillie, anywhere. Telephone 705W, Morganton, N.C.

Midwest attention, combo 1st phone experienced mature voice available June 1st. Joe Anthony, 1004 New York, Manitowoc, Wis. Tel. 5904.

Summer announcing. Experienced. Mature. Operate board. Minimum $50. Marshall D. Berger, 8 Summit Court, Flushing, N.Y.

Announcer, young, experienced, draft exempt, car, no smoke, no drink, single, church member. Jack Lehman, 1432 R Street, N.W., Apt. 33, Washington, D.C. Phone ADams 4-6603

Staff-DJ six years experience. Veteran, 29. Present salary $410. Box 779W, B.T.

Situations Wanted (Cont'd)

Technical

Control operator, female, two years in 50 kw operation seeks like position in Texas, New Mexico, Arizona area. References available. No ticket. Write Box 772W, B.T.

Small station chief would like to secure position on larger station staff preferable due to TV expansion. AM-FM construction experience. 10 years in radio. Can arrange personal interview. Box 775W, B.T.

1st phone, transmitter, studio control room, remotes. No announcing. Box 791W, B.T.

Executive chief engineer for large or multi-station operation. Fully qualified and well known. Available 3 to 6 months. Box 808W, B.T.

Engineer desires join Washington consulting firm. Heavy broadcast experience all phases construction. Some consulting. Box 809W, B.T.

Announcer. First license, excellent voice, strong on commercials, minimum $75.00. Box 272, Monrovia, California

Transmitter experience. First phone ticket, colored, available after two weeks notice. J. Allen, 3922 13th Street N.W., Washington, D.C.

Combo man third phone, DJ, news, commercials, all staff work. John Friday, 61 Park Hill Avenue, Yonkers, N.Y.

Production-Programming, Others

Program director. Experienced all phases station management, production. Excellent background. Box 736W, B.T.

Radio non-specialist. 5 years. Sales, programming, announcing, logs, copy, 1st class ticket, college, veteran, wife. Commission preferred. Box 773W, B.T.

Writer-producer-entertainer-copywriter. Twenty four years in radio. Go anywhere. Box 799W, B.T.

Is selling around your station a drudgery? Mature producer-director with promotional experience has the cure. Also experienced writer and announcer. Presently in east. Box 806W, B.T.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B.T.

Technical

SRT-Television grad. Full course camera technique, film. Age 31, family man, desires opportunity anywhere. Future first consideration now. Box 796W, B.T.

First phone - AB, MA Degrees in Theater Arts, 27, desires position in TV production and engineering with advancement opportunities. Limited experience. Excellent references. WWR, 1123A Second Street, Santa Monica, California.

Situations Wanted (Cont'd)

Production-Programming, others

Extremely interested in building active promotion department for active TV station. Top idea man experienced in audience, program and sales promotion plus exploitation and public relations. Can create original sales and merchandising letters, direct mail, presentations and point-of-sale displays that sell! Have successful record with top stations. Presently managing 1000 watt indie. Best references. Veteran, age 31, family. Box 794W, B.T.

For Sale

Stations

Rocky Mountain state: 50% interest in 250 watt. Affiliated. Only $16,000. Box 760W, B.T.

Active partner wanted. Fast growing metropolitan west coast indie. Applicant must be under 45, have successful radio background. 7 to $35,000 will handle. Box 312W, B.T.

Equipment, etc.

RCA BTF-3B transmitter in excellent condition. Many long years of life left due to careful maintenance. Used two years for functional music type operation. New England. $2,900. FOB. Box 591W, B.T.

10 kw RCA FM transmitter complete including tubes - also monitor, two crystals, transmission line and fittings. Box 781W, B.T.

TV mobile unit, GE RA14272, in new condition. Cupboards for storage space for all equipment necessary for remote pickups. Save more than 50%. Write for description. Box 784W, B.T.

FM antenna, four section RCA heavy duty steel pylon, 96-103MC, cheap. Box 785W B. T.

Remote pickup broadcast, KAAR Engineering type FM-50X. Complete matching transmitter, receiver for 110 volt or can easily be returned to 6 volt operation. Now licensed for 26.47 mc. Practically new, priced right. Box 795W, B.T.

Two brand new RCA jack strips - 33A and 33B both $50. One Allied Recording amplifier with overhead warm feed recording head. Cost $450.00 - sell $125.00. Box 814W, B.T.

One Gates studioette control console model 51CS complete with monitor amplifier $300.00. Contact Miles Shepherd, Chief Engineer, Radio Station KOOL, Adams Hotel, Phoenix, Arizona.

Two RCA M1-4875G combination vertical-lateral pickup kits including heads, arms, and equalizers, instruction book. Excellent condition. The pair $200.00. KREW, Sunnyside, Washington

RMC 3 UL-1D, 1 VL-1D, 2LL-10 reproducer heads, 3 transcription arms - some new, some like new - WVOS, Liberty, N. Y.

For Sale (Cont'd)

Field intensity meter. RCA WX2C. Made by Clarke Inst. Co. New condition. With calibration certificate. Cost $797.80 last year. Reasonable offer accepted. WKBZ, Muskegon, Michigan.

165 ft. Wincharger tower, type 101. Base insulated, galvanized and in good condition. Insulators and A-2 lighting included. Make offer - WMRN, Marion, Ohio.

230' self-supporting insulated tower, two-bay RCA Batwing FM antenna, 230' 1 5/8" Andrew rigid coax. AM isolation unit. Make offer. WPAG, Ann Arbor, Michigan.

300 foot guyed, insulated Fisher tower complete with lighting. Suitable to support TV or FM antenna. Contact Syndicate Theatres, Inc., Franklin, Ind.

New No.10 bare copper wire and copper strapping for ground systems. J. L. Clark Metals Company, 2108 South Ashland Avenue, Chicago 8, Illinois. Phone Haymarket 1-4533.

Wanted to Buy

Stations

250 or 1000 watt fulltime or daytime, network or independent station in southeast. Down payment and terms. Box 801W, B.T.

Equipment, etc.

Wanted + 5 kw AM transmitter, good condition. Please write, giving all details, use, price, etc. Box 790W, B. T..

250 watt AM transmitter. Specify make and condition. Give price. Chief Engineer, WJOC, Jamestown, New York.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates. Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Cal.

NEED TALENT?

Leading radio and TV stations look to Leland Powers School for well-trained personnel. For years we have supplied competent young men and women trained in radio and TV techniques including programming and production, announcing, acting, make-up, copywriting, script and continuity writing. Graduates recognized throughout the industry for sound, comprehensive training.

Placement service free to employer and graduate. Contact Graduate Relations Department today.

LELAND POWERS
SCHOOL OF RADIO
TELEVISION AND THEATRE
25 Evans Way Boston 15, Mass.

Continued on next page

Help Wanted

Announcers

MIDWEST, 1 kw, independent, fulltime, can pay fair wage to young, steady, dependable man with some local news experience. You must gather, edit, and report on the air nine short (5 or 10 min.) newscasts, containing largely local and vicinity news from established sources. 7 hours per day, six days per week. Send history, salary, Box 803W, B. T.

For Sale

Equipment, etc.

RADIO TOWERS FOR SALE

3 Blaw-Knox 400' standard 'SGN insulated guyed towers - unused - 7' square uniform cross-section. Includes: Base insulator, guy cables with insulators at 84' intervals, inside ladder. For further information inquire

E. J. Love
Station WWJ
The Detroit News
Detroit 31, Micnigan

Employment Service

TV CHIEF ENGINEER. Are you looking for an experienced, dependable man who knows the meaning of responsibility, is management-minded and understands the importance of costs? If so, we have several, available on proper notice to present employers. Howard S. Frazier, TV & Radio Management Consultants, 708 Bond Bldg., Washington 5, D. C.

Want a better job in Radio or TV? Then list with us. We have good positions open in all parts of the nation. Write: Southern Radio Productions-Personnel Division, 617 Peters Bldg., Atlanta, Ga.

Miscellaneous

For the best in Complete Erection of Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 7432. Tel 4-2115. Gastonia, N. C.
GET READY NOW FOR THIS SUMMER'S WORK

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers are given in parentheses.)

Co.—CP to change type ant. to Collins 37M-4; move trans. to 3/8 mi. E of Southfield on Nine Mile Rd., Southfield Township, Mich. (BPH-1860).

Remote Control Operation

Following stations have filed for remote control operation of trans.:

KIUL Garden City, Kan., Telegram Pub. Co. (BRC-63); WGAL Maryville, Tenn., Aluminum Cities Bcstg. Co. (BRC-64).

WHMA-FM Anniston, Ala., Anniston Bcstg. Co.—301-A; application for remote control operation (BRCH-26).

License Renewals

Following stations request renewal of

WPCF Panama City, Fla., Bay County Bcstg. Co. (BR-2402); WDAR Savannah, Ga., WDAR Inc. (BR-1318); KRPL Moscow, Ida., Interstate Radio Inc. (BR-1699); KTSW Emporia, Kan., Emporia Bcstg. Co. (BR-993); WRDO Augusta, Me., WRDO Inc. (BR-804); WWIN Baltimore, Md., Belvedere Bcstg. Corp. (BR-2598); WALE Fall River, Mass., Narragansett Bcstg. Co. (BR-2076); KMHL Marshall, Minn., Harry Willard Linder (BR-1346); WOND Pleasantville, N. J., Pioneer Bcstrs. (BR-2543); WEST Easton, Pa., Associated Bcstrs. Inc. (BR-346); WHGB Harrisburg, Pa., Kendrick Bcstg. Co. (BR-1218); KTFY Brownfield, Tex., Terry County Bcstg. Co. (BR-2347); KFLD Floydada, Tex., West Texas Bcstrs. (BR-2608); KXOL Ft. Worth, Tex., Ft. Worth Bcstg. Co. (BR-1576); KGVL Greenville, Tex., Truett Kimzey (BR-1244); KRGV Harlingen, Tex., Taylor Radio & Television Corp. (BR-417); KOCA Kilgore, Tex., Radio Station KOCA Inc. (BR-910); KPAT Pampa, Tex., J. C. Daniels (BR-2601); KITE San Antonio, Tex., Charles W. Balthrope (BR-1766); KTSA San Antonio, Tex., Sunshine Sunshine Bcstg. Co. (BR-416); KSEY Seymour, Tex. William C. Moss (BR-2565); KDWT Stamford, Tex., David W. Ratliff (BR-1698); KTER Terrell, Tex., Terrel Broadcast Corp. (BR-2557); KWTX Waco, Tex. (BR-1266); KWLK Longview, Wash., Twin City Bcstg. Corp. (BR-959); WOTW-FM Nashau, N. H., Nashau Bcstg. Corp. (BRH-166); KONO-FM San Antonio, Tex., Mission Bcstg. Co. (BRH-650); KSUI (FM) Iowa City, Iowa, State U. of Iowa (BRED-8); KSLH (FM) St. Louis, Mo., Board of Education of City of St. Louis (BRED-57); WHPS (FM) High Point, N. C., Board of School Commissioners of City of High Point (BRED-37).

License for CP

WMOU-FM Berlin, N. H., White Mountains Bcstg. Co.—License for CP (BPH-1747) which authorized new FM (BLH-893).

APPLICATIONS RETURNED

License for CP

KJEF Jennings, LW., Jennings Bcstg. Co.—License for CP (BMP-5313), as mod., which authorized change in hours of operation and installation of DA-N (BL-4991).

Transfer of Control

WLEA Hornell, N. Y., Hornell Bcstg. Corp.—Voluntary transfer of control of licensee corporation from Maxwell McCarthy, Thomas F. Kinney and Kenneth Beckerman through sale of 60% of stock to Charles D. Henderson.

WBCO Bessemer, Ala., The Bessemer Bcstg. Co.—Voluntary retirement to treasury of 30 shares of stock by O. S. Burke.

May 26 Decisions
BY BROADCAST BUREAU
Granted License

WSMT Sparta, Tenn., Sparta Bcstg Co. Granted license for new AM; 1050 kc, 1 kw-D (BL-4981).

KVOU Uvalde, Tex., Uvalde Bcstrs. Granted license covering change in frequency to 1400 kc (BL-4994).

WBIG Greensboro, N. C., North Carolina Bcstg. Co. - Granted license covering installation of auxiliary trans. to be operated on 1470 kc, 5 kw (BL-4982).

WNLA Indianola, Miss., Central Delta Bcstg. Co.-Granted license for new AM; 1380 kc, 500 w-D (BL-4996).

WPCT Putnam, Conn., The Israel Putnam Bcstg. Co.-Granted license for new AM; 1350 kc, 500 w-D (BL-4980).

KBGC (FM) Shawnee, Okla., Oklahoma Baptist U. - Granted license for noncommercial FM; Ch. 210, 10 w (BLED-135).

WSKS (FM) Wabash, Ind., School City of Wabash-Granted license for noncommercial FM; Ch. 217, 10 w (BLED/136).

KPLN Camden, Ark., D. R. James Jr. Granted license for new AM; 1370 kc, 1 kw-D (BL-4782).

WJFR Caguas, P. R., Jorma - Fer Radio Corp. - Granted license for new AM; 1240 kc, 250 w unl. (BL-4984).

WBAC Cleveland, Tenn., Robert W. Rounsaville-Granted license covering changes in trans. location and changes in ant. system (BL-4995).

KFOR Lincoln, Neb., Cornbelt Bcstg. Corp.-Granted license covering installation of new trans. (coordinates corrected) (BL-4983).

WOW Omaha, Neb., Meredith WOW Inc. Granted license covering installation of new trans. as auxiliary trans. at present location of main trans. to be operated on 590 kc, 1 kw (BL-4987).

WABC-FM New York, American Bcstg. Paramount Theatres Inc.-Granted license for FM; Ch. 238, 1.5 kw, 1270 ft. ant. (BLH-846).

Modification of CP

KSCY Searcy, Ark., Mrs. Edith Wood Sweezy-Granted mod. CP for approval of ant., trans. and studio locations; condition (BMP-6149).

KGRO Malvern, Ark., Malvern Bcstg. Co.-Granted mod. CP for approval of ant. trans. and main studio locations; condition (BMP-6088).

KOKO Warrensburg, Miss., Clinton Bcstg. Co.-Granted mod. CP for approval of ant., trans. and studio locations condition (BMP-6145).

WCIA Champaign, Ill., Midwest Television Inc.-Granted mod. CP to change trans. location and make slight ant. and other equipment changes (BMPCT-1109).

KJRG Newton, Kan., George Basil Anderson-Granted mod. CP to change type trans. (BMP-6211).

KWIL Albany, Ore., Central Willamette Bcstg. Co.-Granted mod. CP to change trans. type; conditions (BMP-6198).

WEDK Springfield, Mass., School Com-

mittee of Springfield, Mass.-Granted mod. CP to change trans. type (BMPED-263).

Granted CP

KDB Santa Barbara, Calif., Lincoln Dellar-Granted CP to install new trans. (BP-8842).

KCJB Minot, N. D., North Dakota Bcstg. Co.-Granted CP to make changes in DA to accommodate TV ant.; condition (BP-8647).

KFUO Clayton, Mo., The Lutheran Church - Missouri Synod - Granted CP to mount TV ant. on new AM ant.; condition (BP-8592).

WNEB Worcester, Mass., New England Bcstg. Co.-Granted CP to install old main trans. as auxiliary trans. at present location of main trans., to be operated on 1230 kc, 250 w (BP-8849).

WKIC Hazard, Ky., BMG Bcstg. Corp. Granted CP to make changes in ant. system (BP-8848).

WBEX Chillicothe, Ohio, Shawnee Bcstg. Co.-Granted CP to make changes in ant. system (BP-8834).

Remote Control Operation

Following granted authority to operate trans. by remote control:

WHMA - FM Anniston, Ala., Anniston Bcstg. Co. (BRCH-26); WHAV Haverhill Mass., Haverhill Gazette Co. (BRC-58); WHMA Anniston, Ala., Anniston Bcstg. Co. (BRC-59); WMBS Uniontown, Pa., Fayette Bcstg. Corp. (BRC-60); WOHI East Liverpool, Ohio, East Liverpool Bcstg. Co. (BRC-62); WHOD Homestead, Pa., Steel City Bcstg. Corp. (BRC-56); WJBF Augusta, Ga., Georgia - Carolina Bcstg. Corp. (BRC-57).

Extension of Completion Dates

Following granted mod CPs for extension of completion dates:

WSAY Rochester, N. Y. to 12-1-53 (BMP-6199), condition; WBRY Waterbury, Conn. to 7-1-53, (BMP-6202), condition; WCOW New Bern, N. C., to 8-6-53 (BMP-6205); WROV-FM Roanoke, Va., to 6-1-53 (BMPH-4824); WBRC-TV Birmingham, Ala., to 12-17-53 (BMPCT-1099); KFEQ-TV St. Joseph, Mo., to 8-15-53(BMPCT-1132); KCBD-TV Lubbock, Tex., to 12-8-53 (BMPCT-1117); WKAR-TV East Lansing, Mich., to 12-15-53 (BMPCT-1107); WSTK Woodstock, Vt., to 9-18-53 (BMP-6207); WTMJ-TV Milwaukee, Wis., to 8-11-53 (BMPCT-1127); WOI-TV Ames, Iowa, to 7-11-53 (BMPCT-1130).

Granted Authority

KBOR Brownsville, Tex., Brownsville Bcstg. Co. - Granted authority to transmit weather report to XELD-TV Matamoros, Mex., for period of six months.

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

ADDENDA
For the
New Grantees' Commencement Target Dates
B. T, May 25, 1953;
pp. 104 105

KGBS-TV Harlingen, Tex. (Ch. 4), granted 5/21/53, target date unknown, network and representative unknown.

KCOK-TV Tulare, Calif. (Ch. 27), granted 4/1/53, target date Sept.'53, Dumont network, Forjoe & Co. representative.

DELETE: KMID-TV Midland, Tex. (Ch. 2), granted 2/11/53. CP returned to FCC (B-T, May 11).

UPCOMING EVENTS

June 6: New England Chapter of American Women in Radio and Television annual meeting, Hotel Statler, Boston.

June 7-10: National Assn. of Radio Farm Directors, spring meeting Rice Hotel, Houston.

June 8: National Community Television Assn., convention, Park Sheraton Hotel New York.

June 9-10: All-Advertising-Trades exposition sponsored by Advertising Trades Institute, Hotel Biltmore, N.Y.

June 17-18: Maryland Bcstrs. Assn., meets in Ocean City.

June 21-27: National Assn. of Educational Broadcaster, Educational TV Seminar, U. of Wisconsin, Madison.

June 11-12: Kentucky Broadcasters Assn., Seelbach Hotel, Louisville.

June 12-14: Alpha Delta Sigma, national convention, Sheraton Beach Hotel, Daytona Beach, Florida.

June 14-17: Advertising Federation of America, 49th Annual Convention, Hotel Statler, Cleveland.

June 15-18: RTMA convention, Chicago.

June 17-19: NARTB Combined Boards of Directors, Washington.

June 20-21: Catholic Broadcasters Assn. convention, Roosevelt Hotel, Hollywood

June 21-25: Advertising Assn. of the West, Fairmont Hotel, San Francisco.

June 25-26-27: Annual meeting of Florida Assn. of Bcstrs., Miami Beach.

June 29-July 11: TV workshop, Pasadena, Playhouse.

Aug 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

SPECIAL LISTING

(Program and sales conferences, co-sponsored by BAB and BMI.

June 1-2: Savery, Des Moines, Iowa; Seneca, Rochester, N.Y.

June 3-4: Blackstone, Omaha, Neb.; Bellevue-Stratford, Philadelphia.

June 5-6: Lassen, Wichita, Kan.; Emerson, Baltimore.

June 8-9: Skirvin, Oklahoma City; William Penn, Pittsburgh.

June 10-11: Rice, Houston; Fort Shelby, Detroit.

June 12-13: Roosevelt, New Orleans; Deshler-Wallick, Columbus.

June 15-16: Texas, Fort Worth; WIRE Studios, Indianapolis.

June 16-17: Alvarado, Albuquerque, N. M.

June 17-18: Westward Ho, Phoenix, Ariz. Seelbach, Louisville.

June 19-20: Beverly Wilshire, Los Angeles: Andrew Jackson, Nashville.

June 22-23: Clift, San Francisco; Marion, Little Rock, Arkansas.

June 24-25: Multnomah, Portland, Ore.; Heidelberg, Jackson, Miss.

June 26-27: Olympic, Seattle; Empress, Miami Beach, Fla.

June 29-30: Boise, Boise, Idaho; Thomas Jefferson, Birmingham.

June 20-July 1: Utah, Salt Lake City; Ansley, Atlanta.

July 1-2: U. of Denver, Denver; Wade Hampton, Columbia, S. C.

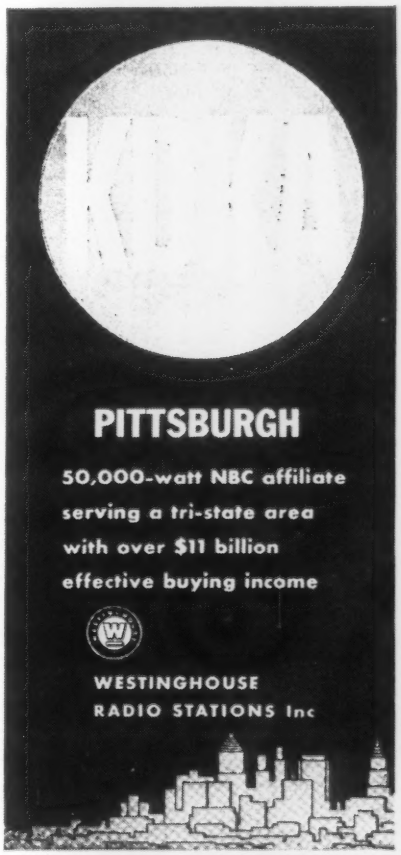
July 6-7: NNorthern, Billings, Montana

July 7-8: Selwyn, Charlotte, N.C.

July 8-9: KFYR studios, Bismarck, N. D.

July 9-10: Roanoke, Roanoke, Va.; Radisson, Minneapolis

July 10-11: Daniel Boone, Charleston, West Virginia.



Short Memories

IT SEEMS just the other day that the politicians were applauding the job the broadcast media had done in the "biggest election in history". They said radio and television had consigned the political conventions to oblivion. GOP called it "victory through air-power". And a personable but obscure young governor named Stevenson became a potent Democratic leader because of a persuasive television presence. Broadcasters won acclaim because radio and TV got out the vote.

The focal points of this political activity were in the radio-TV branches of the two national committees. They spent—for national campaign coverage alone—more than $3.2 million. The victorious GOP spent $2 million and the Democrats $1.2 million. This aside from state committee and volunteer group time purchases.

It seems ludicrous but today neither national committee has a full-time radio-TV director. The public relations directors are running the broadcast operations as bob-tail appendages. It so happens that each public relations head is a newspaperman. Some of the radio and TV reporters covering politics in Washington wonder whether this isn't another instance of the die-hard newspaper people selling the broadcast media short.

Last December, Ken Fry, who had run the Democratic Committee radio-TV operations, announced his resignation. There was an economy drive on. Chairman Mitchell wanted to cut to the bare bone. Clayton Fritchey, a former New Orleans editor and former civilian public relations head of the Defense Dept., assumed the committee's radio-TV duties. There has been practically no activity since.

Three weeks ago, Ed Ingle, who had directed the broadcast destinies of the GOP for nine years, didn't relish the climate about the GOP committee. He resigned. Bob Humphreys, an able newspaperman, absorbed the policy functions of Mr. Ingle's office.

Next upcoming are the Congressional elections. The national committees are devoid of expert broadcast direction. There has been no advance work or planning.

Sure, radio and television swept the elections in 1952. They brought forth the "greatest single expression of public opinion in the nation's history", said Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, and president of the American Heritage Foundation. President Eisenhower must know this because he is using radio and television to carry his cause to the people.

But the professional politicians who run the political committees evidently weren't tuned in. Or how would you explain it?

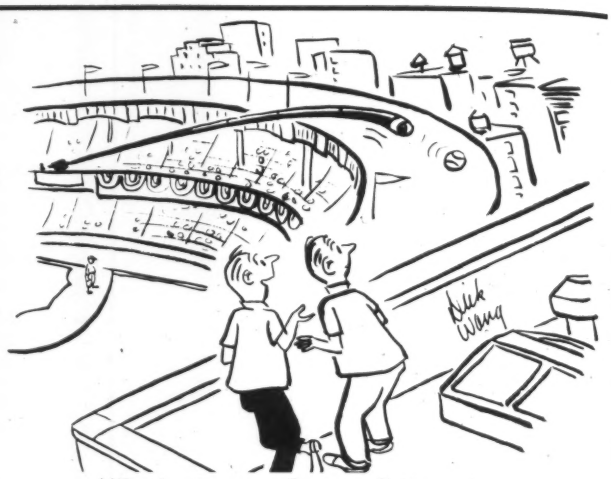
It Shouldn't Happen to a....

IT HAS not been our habit to give aid and comfort to newspapers in their advertising rivalry with radio and television, but we would be unpardonably mean indeed if we failed to warn them against some advice recently published in their own trade paper.

Editor & Publisher carried an interview with Arthur Porter, vice president in charge of media for Leo Burnett Co., advocating that newspapers adopt an audience rating system. However their customers may clamor for such information, our advice to the newspapers is to go to any extremes to avoid acceding to the demand. The audience rating, misused as a measurement of advertising effectiveness of radio and television, has been the newspapers' greatest ally.

Though its inventors never intended it to be anything but an index of program popularity, the radio-TV rating has all too often been interpreted to indicate audience size. Used in that way and compared to the total circulation figures that newspapers base their sales talks on, the rating has unmercifully short-changed broadcasting.

The gentlemen of the press would be ill-advised to stop talking in the nice, round figures of ABC circulation statements and begin explaining what percentage of a happenstance number of people interviewed were reading what part of what column of what page of the *Daily Bugle* at 6:47 p.m. That path would lead but to the grave.



"That's the super Zoomar. Follows the ball right out of the park."

Perhaps this advice is not entirely necessary. To judge by a special 64-page advertisement booming newspapers in the May 25 issue of *Advertising Age*, it does not seem that newspapers—or at least the 78 that cooperated in placing the ad—are bent on suicide.

The special 64-page section featured testimonials by 111 retailers who told of their success in using newspapers. There are plenty of other retailers with similar stories to tell about radio and television. We hope these radio-TV stories will be told as emphatically as the newspaper testimonials were presented. An interesting aspect in the 64-page newspaper ad was that more than 90% of the participating papers are associated with radio and/or television properties or applications. There would seem to be an obvious suggestion here for top management of these same properties to underwrite as effective a campaign on behalf of their radio-TV interests.

Hook, Line & Bait

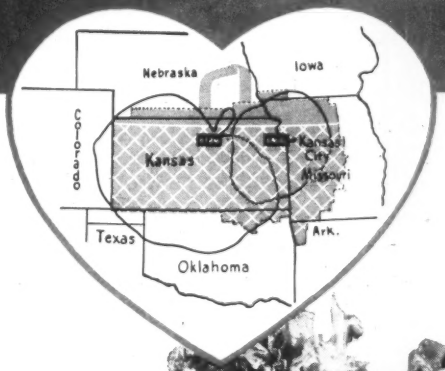
IN OUR April 27 issue we editorialized about the wave of commercial excesses that seemed to be plaguing radio and television along with other media. We had not realized how extensively habits of malpractice had spread until we began receiving comments from Better Business Bureaus all over the nation.

Some of them were published last week in our "Open Mike" department. It is plain from reading these letters that one of the objectionable techniques we mentioned—"bait" advertising which lures customers into stores on the promise of bargains that turn out to be shoddy—has become a national problem. As several Better Business Bureaus have advised us, "bait" advertising is being carried by only a minority, a small minority, of stations, but they are scattered throughout the country and the effects of their objectionable work are nationwide.

Both the radio and television codes of the NARTB state that stations should be vigilant to avoid carrying advertising that makes invalid claims. These codes are being flagrantly violated. It is to the advantage of the ethical operators, who far outnumber their more primitive colleagues, that these violations should cease.

As long as stations continue to broadcast advertising that can be regarded as fraudulent, the codes are a joke. If the codes are to remain on the books and if high-minded operators are to take them seriously, adjustments must be made in the behavior of the offending minority.

Every Year THE "MARKET BASKET" Gets BIGGER AND BIGGER



The lines that define the boundaries of the great Kansas City Primary Trade Area remain the same year after year. And of course there's never any change in the half-millivolt contour of The KMBC-KFRM Team.

But, the "Market Basket" Gets Bigger Every Year!

KMBC-KFRM advertisers reap the major portion of the benefit of these hundreds of millions of dollars in increases each year. Because in rural, urban and metropolitan sections of the Kansas City Primary Trade Area alike, KMBC-KFRM sales messages are heard by more of the people, more of the time. The 1953 "Market Basket" is taking on new proportions, and The KMBC-KFRM Team is delivering its advertisers a pleasant share of 1953 Heart of America spending.

Write, wire or phone KMBC-KFRM, Kansas City, or your nearest Free & Peters Colonel at once. Arrange for your share of the Kansas City "Market Basket" 1953!

the **KMBC·KFRM** Team

CBS RADIO FOR THE HEART OF AMERICA